



Goldmund Byrne

Senior Consultant, User Experience & Service Design



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Working within Digital Work's Product team, Goldmund is a UX and service design expert with over 20 years experience in digital.

An early career in user support with original online web giant CompuServe, gave Goldmund an insight into users' 'typical sticking points'. Since then he has built a diverse career spanning support and training, product management, business analysis, information architecture, user experience and service design. This gives him a unique perspective to develop the optimum customer experience for clients.

Goldmund has proven expertise in:

- User/customer experience & service design
- Value-led agile project leadership
- Concept research, ideation & development
- Facilitation & product roadmapping
- Proposition & product ownership/management
- Requirements capture & analysis
- Information architecture
- Interaction design
- Knowledge transfer & mentoring

Goldmund has wide sector experience including banking & finance, retail & ecommerce, FMCG, media, pharmaceuticals, travel, charity & NFP, public sector and utilities.

He produces high quality, value-led products and sustainable business models.

A direct and robust communicator, Goldmund confidently marries project, people and product management skills that enable stakeholders to prioritise and balance user/business needs - to deliver the right products to the right audiences.

Goldmund also layers complementary experience in traditional media including copywriting, journalism, TV, radio and music.

Enabling better outcomes. **Through Digital.**

Key achievements include:

- Product owner UK requirements into the Netscape Browser (now Mozilla Firefox) and ISP.
- One of the original Cabinet Office consultants on the Gov.UK government gateway project
- Consulted to News International newspapers on their social media and commenting designs and reported on and advised on the feasibility of paid content strategies.

"Goldmund is a one-off. We brought him in to lead a UX-driven project for a major client, and it very quickly became evident that Goldmund was not simply a great UX strategist but had a depth of thought, knowledge and experience that was truly remarkable. He introduced an agile and hugely collaborative approach to the project - in a practical and instantly effective way - and robustly fought for the customer in all considerations, often when taking a different approach was the easier way. And his insistence on this commitment was matched by the excellence of his execution. Goldmund left a legacy that profoundly influenced future thinking and action.."

Melvin Simpson, Digital/eCommerce specialist



Goldmund Byrne is part of a multi-disciplinary team of strategy, execution and growth experts.



Think

Our Strategy, Leadership & Innovation team are experts in helping clients develop successful digital strategies.



Execute & Grow

Our Optimisation & Delivery team are experts in helping clients successfully execute their digital strategy and grow.



End-to-end or specific needs. Our team is structured to provide the exact skills you need



A 'think + do' approach. With expertise, methods and networks to rapidly deliver tangible business benefits



A collaborative, pragmatic, and flexible culture. Sharing insights and expertise to bring the best to our clients