

JACK LOUIS MAWHINNEY

PRODUCT DESIGNER

Dynamic | Spirited | Driven | Affable

Contact

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Education

UX Design Immersive Course
General Assembly 2016

Psychology with Sociology BSc 2.1
Nottingham Trent University
2011-2014

Expertise

User Research
Persona Development
Contextual Research
Information Architecture
Heuristic Analysis
User Flow optimisation
Wireframing
Visual/UI Design
Service Design
Interactive Prototyping
Motion Design
Empathy Mapping
Design System management
Analytics (GA & Omniture)
CMS (Wordpress & Umbraco)

Software

Sketch
Adobe After effects
ProtoPie
Invision
Abstract
Zeplin
Figma

About

I'm a Product Designer with a BSc in Psychology who's passionate about driving change through learning and collaboration. In this new era of design, I believe we have a responsibility to ensure the safe collection, handling and supplying of data. I have a deep-rooted desire to create a more ethical information society, which has underscored the importance of balancing insights with human intelligence to make the best decisions. For me, design is more than just aesthetics. It's the ability to distill a tangled set of problems into a simple solution that balances business objectives and conscious design.

Experience

UX Designer | **PayMe - HSBC** | Hong Kong Mar '19 - Present

Designing new features to help drive growth for Hong Kong's favourite digital wallet.

Designed an in-app loyalty program to enhance and strengthen the PayMe ecosystem.

Lead the research and design for PayMe's most requested feature, Split Bill.

Testing and learning by rapidly producing multiple concepts and prototypes; knowing when to apply pixel-perfect attention to detail, and when to make low-fi sketches and prototypes.

Projects: Split Bill | Loyalty Card - consumer | Loyalty Card - business | Developer portal guidelines | App animations | GLCM collaboration - DART

UX Designer | **Harrods.com** | London Mar '17 - Mar '19

I worked on a range of key strategic projects as well as quick test-and-learn conversion optimisations across the whole customer experience.

As Harrod's first UX design hire, I promoted the discipline across the business, mentored creatives and grew the department to a team of 4 by demonstrating value to senior stakeholders. After my two year tenure, customer centric principles were embedded across all departments as a core foundation to every workflow.

I developed and managed an atomic design system that was housed in a 10 page sketch document to improve collaboration, reduce UI inconsistencies and improve the process of working with third parties and other business teams.

Projects: Harrods.com replatform | Filters redesign | Brand pages redesign | Localisation for China | Conversion optimisation strategy | Design system creation | IA redesign

Product Designer | **Filisia Interfaces** | London Jan '17 - Feb '17

I was tasked with a full website redesign targetted to increase leads and direct orders for Filisia's flagship product, Cosmo. I also produced a polished UI for the website as part of a brand refresh.

Working with a UX researcher we facilitated workshops with key stakeholder and customers to uncover and map the buying process for special educational needs products in schools.

UX/UI Consultant | **TEKsystems Digital & Creative** | London Sep '15 - Nov '16

Managed key accounts across the technology, finance & retail space.

Co-Founder & Teacher | **Witt English** | Yueyang, China Dec '14 - Aug '15

Formed a limited company in China to provide English tuition to students aged 8-16.