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Top Skills

Graphic Design
Illustration
User Experience

William Rowsell

Senior UX Designer at Santander UK
Ludgershall

Summary

Senior UX + UI Designer, Senior Graphic Designer, Visual Designer,
Digital Designer,
Illustrator and Printmaker

Availability for new contracts or perm positions from 30th June 2018

1st Jan - 1 July 2017 (contract)
Barclaycard

3rd Oct - 1st Jan (contract)
Senior UX Designer - InDigital

Sept 2015 - 16th Sept 2016 (contract)
Senior UX Designer - Zurich UK Life

May 2015 - Sept 2015 (contract)
UX/UI Designer - Racketware Ltd (Sports Motion Sensor)

Oct 2014 - May 2015 (Freelance)
Various Clients: eg Creative Edge Software (IC3D)

July 2014 - Oct 2014 - Spiral.ac - The Social Learning Network -
www.spiral.ac
UX/UI Designer

April 2009 - 14 July 2014 - Gladstone MRM Ltd (Jonas)
UX/UI Designer + Graphic Designer (permanent) - Managing design
of all Gladstone Health and Leisure and Education products

March 2007 – 2009 - Ceridian
UI Designer

Also Freelance projects for: Ealing Studios, NSCR, Rick Kiddle
Coaching, HCS Consulting etc

July 2005 – Jan 2007 - FujiFilm Electronic Imaging Ltd (FFEI)
UX/UI Designer - Software Design, Branding, Software Help Design,
GUI Design, Project Management

Oct 2003 – July 2005 - Freelance
Graphic Design, New Media Design, Project Management

Dec 2002 – Sept 2003 - RMCS Cranfield University
Illustrator - Sandhurst Officers Training Manual

Sept 1999 - July 2002 - Research Machines plc
Art Director

Jan 1999 - Sept 1999 - Harmonics Communications
Senior Designer - New Media Design, Account Management

August 1998 - Jan 1999 - Xstream-media Ltd
Partner / Senior Designer

March 1997 - June 1998 - Visua Communications (Division of
SSVC)
Graphic & New Media Designer

August 1996 - March 1997 - Communiqué Group
Multimedia Designer

August 1993 - August 1996 - The Artery
Illustrator / Visualiser / Graphic Designer – (Design Studio)

June 1988 - August 1993 - Freelance Illustrator
Illustrator

Experience

Santander UK
Senior UX Designer
September 2018 - Present (2 years 8 months)
Milton Keynes

Designing internal systems for Santanders mortgage servicing division.

ROWSELL DESIGN LTD

Senior UX Designer

July 2018 - Present (2 years 10 months)

Buckinghamshire

Barclaycard

Senior UX Designer

January 2017 - Present (4 years 4 months)

Northampton, United Kingdom

Working on a range of large internal projects for BPS that includes working within the BPS CX and development teams on merchant servicing, payment gateway and ePOS. I have been working on up front UX and CX strategy and delivery of UX resources for build.

Zurich Insurance Company Ltd

Senior UX - UI Designer

September 2015 - Present (5 years 8 months)

Swindon

Working in a 4 man UX team on a new project in the UK Life Division.

Visit: www.zurich.co.uk/FutureYou.

Freelance UI/UX Designer & Illustrator

Freelance UX-UI Designer

August 2014 - Present (6 years 9 months)

Bicester

Working for clients on a range of digital and publishing projects. See my website www.rowsell.co.uk

Working on www.spiral.ac, a new collaborative education service. Demo products for Creative Edge Software. Software design for Racketware Ltd (ground breaking motion sensor for racket sports).

InterDigital Communications

Senior UX UI Designer

September 2016 - January 2017 (5 months)

London, United Kingdom

ONEtransport IOT cloud platform.

Define the user base, user journeys, create prototypes using sketch and invision, test iterations, style guidelines using Craft.

Racketware Ltd

Lead UX UI Designer

November 2014 - March 2015 (5 months)

Thame

Cutting edge motion sensor technology for the squash market. I am a long term contributor to this project on an ongoing basis. I have worked on the UX and Ui for the app and supporting marketing and packaging.

Learn more: www.racketware.co.uk

Gladstone MRM

UX Design Lead

October 2008 - May 2014 (5 years 8 months)

Senior User Experience Designer

Managing the UI design and marketing of Gladstone MRM's current and new product portfolio.

Ceridian

Senior Software User Interface Designer and Brand Manager

April 2007 - February 2010 (2 years 11 months)

In charge of software user interface design, usability, information architecture and brand development within the senior software development group.

Member of the new steering group within Ceridian developing next generation technologies for their HR and related market software offerings.

FujiFilm Electronic Imaging Ltd

Lead UI & Graphic Designer

July 2005 - January 2007 (1 year 7 months)

Lead UI & Help Designer within the Research and Development department in the development of their new cross media workflow RIP software.

I led the interactive design, GUI, help system design and branding within a 30 man development team of this new ground breaking software that is based around the new JDF workflow process. The project had a budget of around 1 million and has been initially very well received within the print industry at IPEX.

I also led the design of the integrated help system using Madcap Flare and Flash creating tutorials and resources that were translated into 7 languages and distributed to web and print formats.

WR Software & Design Ltd

Owner

October 2003 - July 2005 (1 year 10 months)

Clients/Projects examples:

Dome Systems - Branding & materials for smart technology co.

BP - Corporate comms for Retail & DCT involving performance measurement & data collation. Design of Focus Group support materials and MORI (design of electronic & paper based) surveys.

Industrial Lubricants & Services - Corporate comms work designing branded processes and materials to facilitate communication & engagement in new business.

Begbroke Science Park - A CMS website.

Building Doctors - A sales and marketing website selling preconfigured architectural service packages.

Connect Sheffield - Signage for Sheffield

SPU Lubricants - Corporate comms work for Castrol, internal measurement surveys, working with their Director of Comm's at SPU Lubricants (partnership with MORI) & 3 other business areas.

Miles Macadam - Corporate website for Miles Macadam

Makower - Website (www.makower.co.uk)

Wemyss Beverage and Properties - Website (www.wemyss.biz)

Royal Military College Shrivenham (Cranfield University)

Senior Designer/Illustrator

December 2002 - September 2003 (10 months)

The Royal Military College based at Shrivenham is the site of the Defence Academy. I worked in the design centre there developing educational materials for the British Army. I worked on a ground breaking project called Military Knowledge 1.

This is a (1600 pages, in 8 modules) distance learning course in printed and interactive electronic format for the Ministry of Defence. The first of seven courses at degree and masters level to be used at UK Military Academies. The course and its design collateral was designed so it could be used later in electronic format delivered online through a content management system.

I did:

- Style development (guidelines, illustration in conjunction with layout)
- Illustration design project management and client liaison
- Image processing to support multimedia development
- Illustration (300+ technical and conceptual images)

Research Machines PLC

Art Director

September 1999 - July 2002 (2 years 11 months)

RM Learning Division - Service Design & Development (www.rm.com)

Designed interactive learning material and online services:

- RM Maths
- Learning Alive (portal)
- Easiteach (wholeclass teaching software)
- MathsALive Framework edition (cms teaching service)
- ICT Alive interactive content development introducing kids how ICT works in areas of learning or research and its many applications.
- Living library content for clip art library, people and quotes, revision guides(created 2d and multimedia) and designed the user interface and navigation structures.
- US Living Library content and service design (UI and look & feel)

Other activities:

- Formed and managed a design team to focus & support product brand design & content development within the RM Learning division of RM.
- Managed the brand & structural design needs of over 20 products and services in electronic and printed formats.

Harmonics

New Media Designer

January 1999 - September 1999 (9 months)

New media & exhibition design company.

Senior Designer/ Account Director

- Project managed and executed design on a range of new media projects for clients such as Equant, The Wetland & Wildfowl Trust, Plantronics, The Room, The Wedding Shop.
- Introduced business leads & developed creative pitches for new business which brought in an estimated 150k in to the business.
- Operated in a project management client facing capacity on accounts and interfaced with the in house design team and external freelancers.
- Mentored graduates & integrated them in to project teams while completing periods of work experience.

SSVC - Visua Communications

Graphic Designer

March 1997 - June 1998 (1 year 4 months)

Multimedia company supporting other companies on the SSVC site. I worked on projects for:

MOD - Designed the interfaces for this training CD for the Ministry of Defence. The subject was tactical manoeuvre training for mechanised battle group personnel. The client wanted to express humour during the training so I also designed interactive cartoons that reacted to student decisions.

Hyatt Regency Birmingham - Designed a sales program using Macromedia Authorware with Surround Video that utilised 360-degree photographic views of the entire hotel. Worked with the client & the photographer when on the shoot then processed all the imagery & designed the program interface & interactive design.

NATO - Designed this information web site that was aimed at service personnel's families. They could get latest news on their family member's location and wellbeing.

Anglia - Corporate presentation

Cellnet - Training program

Rover - Training program

Communique Group

Multimedia Designer

August 1996 - March 1997 (8 months)

I worked on a very large project for Manpower Recruitment developing one of the first interactive training programs using Macromedia Director.

The Artery

Illustrator/Visualiser

August 1993 - August 1996 (3 years 1 month)

A design house supplying creative services to a broad range of clients with advertising, publishing, design agencies etc. I was one of a team of artists supplying artwork in a range of styles.

I also at this time was illustrating childrens books for clients like Oxford University Press.

Freelance Illustrator and Multimedia Designer

Freelance Illustrator

1980 - 1990 (10 years)

Completed Illustration work for a wide range of clients (books, magazines, marketing, packaging etc) and worked on early multimedia projects using Adobe Director and other early multimedia packages.

Education

The University of Manchester

2:1, Communication Design · (1985 - 1988)