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SUMMARY

As a UX and UI designer I have designed customer experiences for software solutions in market areas including Transport, IOT, Education, HR, Health and Leisure, Financial Services and Print-Reproduction. I have experience working in startups or corporate companies and with on & offshore development teams over the last 25 years. I have collaborated in the agile development of software products and online cloud services used by millions of users in consumer and business channels. I have part time ongoing working relationships with startups designing disruptive IOT products. I have a keen eye for detail and have developing from scratch and maintained UX and UI standards and frameworks for multiple brands. I have filled all levels of design roles whether at the pixel chalk face or in design management. On the way I have worked as a Graphic Designer for print and electronic media, Front End UI Designer, eLearning Designer and a Commercial Illustrator. I have a broad range technical and core design skills derived from my work as a professional fine artist producing paintings and prints that I sell online and in galleries.

WORK EXPERIENCE

[See more on my site here](#)

Senior UX Designer

Santander Europe, Milton Keynes
Aug/2018 – Present day

PROJECTS:

Santander Operations - Mortgage home portal

Create a central internal portal for use by all mortgage servicing teams.

Santander Operations - Mortgage redemptions

Create an internal servicing application for Santander's telephony support teams to process mortgage redemption requests from customers via phone.

Santander Operations - Mortgage offer acceptance

Improve the mortgage offer acceptance journey for new Santander new mortgage customers.

Santander online banking - Flexible mortgages

Move and redesign an existing online banking service for Santander's Flexible mortgages. The existing platform was being decommissioned. The team updated the backend architecture, look & feel and improved the user experience.

DUTIES:

- Discovery phase to understand customers/users (interviews & workshops), context of use, needs, expectations, pain points and develop personas for all internal mortgage support staff.
- Define and capture business and user goals for all Flexible Mortgage online banking, Redemption support service and Mortgage Home Portal.
- Capture and define success metrics against all design activities.
- Drive tagging design within all user journeys to support testing and ongoing success metrics.
- Capture mid to long term design vision on all projects (As is – Go to).
- Capture UX audit for all projects in Confluence.
- Lead UX design workshops to capture requirements and insights.
- Build and iterate prototypes using a range of software including Sketch, Zeppelin, Invision, Bootstrap Studio, Axure RP and UXPin.
- Supply high fidelity wireframes in scenario specific views for use against stories.
- Design and write test scripts and create test templates held in Confluence for ongoing use by wider teams.
- Capture and manage test questions and answers log for design items within each workstream.
- Ran user testing independently and with internal research team and with Product owner and SME.
- Work with external user testing teams to reach wider public user groups.
- Managed and supported test resources such as scripts etc.
- Build and maintain UX process templates within Confluence.
- Wrote user stories and worked with dev teams to refine and manage them per sprint in Jira.
- Review and QA of build in relation to acceptance criteria and against design guidelines.
- Update design guidelines when new components have been designed and developed for the component library
- Designed for an improvement in the education and change in behaviour of Flexible Mortgage customers so it would result in an increase in offset savings rates and site usage rates.

ACCOMPLISHMENTS:

- Worked with UI lead to create a live frontend UI component library for use by any mortgage teams increasing consistency and reducing duplication across teams.
- Built a UX project site template in Confluence for use by other project teams
- Released a new Redemption support service, rated at 4/5 stars by front office support agents.
- Improved user journey for new mortgage offers and reduced dropout rates by 80%.
- Removed the redundancy risk for Santander's online Flexible Mortgage services by 30%
- Improved the user experience and changed behaviour of 30 thousand existing Flexible Mortgage customers measured in increase in offset savings

Senior UX Designer

Barclaycard Europe, Northampton

Jan/2017 – June 29th, 2018

PROJECTS:

Merchant services portal

Replace an ageing merchant services portal for SME merchants. Included a three month research phase to detail the functional requirements of the portal resulting in outputs that included a research deck and a CX Matrix that recommended feature prioritisation and build phases. We developed a new lean ux process and added UXR to the ongoing integrated testing methodology within an agile two week sprint cycle. This resulted in a fully validated product from a usability and customer need perspective.

DUTIES:

- Discovery phase to understand customers/users (interviews & workshops), context of use, needs, expectations and worries
- CX matrix - feature backlog prioritisation
- Customer journey maps
- Personas development
- User experience strategy
- Information architecture
- UX lean design process
- Wireframing and prototyping of multiple journeys including registration, online marketing collateral, statements, transaction data & exception cases

ACCOMPLISHMENTS:

- Set of customer focused personas used widely across the business and regarded as best practise by other project teams across other Barclaycard business areas (adopted)
- Extensive customer data from surveys, call listening, internal and external customer forums to validate and steer strategy and vision
- Applied integrated UXR & UX best practise where there was none!
- CX prioritisation matrix that was used as a crossover tool to steer multiple project teams in relation to crossover feature development and prioritisation.
- Validated detailed design of features including, registration, merchant transaction data grids including filtering, search and navigation components.
- User testing of prototypes and validation of feature sets.
- Exception cases captured and supporting wireframes
- Inline help definitions and form optimisation

eCommerce gateway

Complete a CX “Go to” and “As is” review of Barclaycards position in the eCommerce Gateway market and develop a new digital strategy to sell the range of Barclaycard payment gateways on Barclaycard.co.uk. Present the strategy to Exco. Use the prototype journeys and roll out new digital channels in partnership with marketing in 4 phases.

DUTIES:

- Competitor analysis
- Develop personas
- Discovery analysis
- Brand strategy analysis
- Capture technical features in a matrix and map to customer variants
- Go to journey maps – per persona

- End to end prototype inclusive of all digital journeys
- Setup & apply UX best practise processes (where none existed to enable relationship with marketing team),
- Mentoring junior UX designers and CX team members,
- Internal consultant for multiple project workstreams
- Feed into UX team meetings
- Support managers with technology and tool usage decisions.

ACCOMPLISHMENTS:

- Identified all gaps in existing marketing strategy
- Proposed a “Go to” solution to fix strategy to Exco that was approved and funded
- Detailed design of new digital journey pages on Barclaycard.co.uk to support new strategy
- Supplied steering documentation to all stakeholders across the business for future eCommerce gateway strategy
- Mentored stakeholder groups in relation to parallel digital channels

ePOS (Partnership with ePOSNow)

As part of the CX team I developed new personas to understand the users for this new electronic point of sale product. This involved conducting interviews, capturing transcripts from recordings and mapping proto persona from the insights. I followed this up with developing an ‘As is’ journey map for the day one (MVP) proposition. This was followed up with a Go to map to capture the ideal proposition across all delivery and support channels.

DUTIES:

- Capture the personas of the Barclaycard Smartpay Hub (ePos) users (Sales manager, sales associates)
- Setup and run research workshops to identify customer questions within all phases of customer journey (discovery, enquire, apply, setup, service, grow, close) to ideate an as is and go to journey map
- Capture all usage scenarios against each persona within each journey phase
- Convert questions in to day 1 assumptions and “Go to” proposals
- Build relationships with partner supplier (EPosNow)

ACCOMPLISHMENTS:

- Developed an “As is” day 1 journey map that:
 - Ranked the pain points identified within the existing go to market strategy
 - Identified what not available
 - Why not available

Senior UX and UI Designer

09/2016 – 1 Jan/2017

Interdigital Europe, London

[Learn more](#)

Project:

oneTRANSPORT

UX & UI designer within a team of 10 developing oneTRANSPORT. A collaborative research and development initiative that extends the smart city concept to enable local authorities to enhance their transportation services using a combination of data sharing and an innovative business model, thereby unlocking new external financial resources and their own underutilised transport data. The £3.5 million project, co-funded by innovate UK, will span two years laying the foundations for smarter transport networks in the UK and internationally.

DUTIES:

- Define baseline platform user base personas
- Using a lean UX methodology (in Trello) declare user and business assumptions.
- Prioritise assumptions.
- Convert assumptions to hypothesis statements.
- Break down in to secondary hypothesis and capture in a backlog.
- Prioritise the hypothesis backlog (risk of being wrong).
- Run design hypothesis workshops.
- Write key user journeys (using base hypothesis).
- Build prototypes (using user journey descriptions).

ACCOMPLISHMENTS:

- Built a lean UK structure into Trello.
- Engaged all stakeholders to collaborate in capture all info in the UX Trello board.
- Mentored team members in UX methodology.
- Captured a baseline set of (first of a kind) user and business assumptions.
- Prioritised assumptions with stakeholders.
- Converted assumptions in to hypothesis statements.
- Broke down hypothesis statements in to secondary statements and prioritised the backlog based upon risk of being wrong.
- Wrote extended user journeys based upon key hypothesis statements.
- Create swim lane diagrams to describe journeys from specific user (persona) perspectives.
- Created prototype walkthroughs of key journeys to present back to senior management team at Interdigital.
- Used Sketch, Craft and Invision to create a style guide and supporting design guidelines for developers.
- Supplied front end UI graphics resources.
- Supplied final UX and front end UI design resources for developers to build out the platform (CSE data library, login, applications etc.) template pages.
- Supplied design concept presentations.

Senior UX and UI Designer

08/2015 – 09/2016

Zurich UK Life, Swindon

[Learn more](#)

Project:

FutureYou

UX & UI designer within a 4 man UX start up team developing a new business offering in the Financial services sector call FutureYou. Phase one and two involved moving corporate customers

to consolidate pension plans, sell a stocks and shares ISA and Life Insurance. Designing a new platform using Salesforce and marketing cloud as underlying technologies to enable accurate reporting and a flexible response to market feedback and activity within the site.

DUTIES:

- Competitor analysis (Virgin, Fidelity, Nationwide etc.) e.g. ISA
- Persona development (refinement and iteration driven by service design)
- User journey(s) capture (swim lanes)
- Facilitation of epic kick-offs (design studio)
- Wire framing and prototyping of epics based upon user stories and acceptance criteria defined by BA's within elaboration process within Kanban process
- UX process development to enable the function of the UX team within a Kanban environment using Jira and Confluence
- User testing internally (with Zurich community and Guerrilla testing across the business) and externally (working with external testing agency and workshops with Deloitte Digital) to build qualitative and metric based user feedback in to the iterative design loop.
- Acting as internal creative director in liaison between external agencies commissioning media resources and design
- Build an atomic style guide (in Confluence) that acts as single point of truth (manage change control of all styling elements) for all stakeholders that included Uber (design agency), Deloitte digital (internal and offshore dev teams), copywriters (external agency and internal Zurich) and Zurich marketing team.
- Mentor Zurich staff in UX methodology
- Creation of final graphical UI designs/layouts for components and templates using Photoshop and Sketch
- Involvement in moderated user testing workshops (recording and presenting test results back to project stakeholders)
- Feeding user test results back in to iterative designs of user journey wireframe prototypes
- Maintenance and creation of the product canvas (journey rooms) to facilitate sharing of vision with senior leadership and external stakeholders
- Development of the information architecture

ACCOMPLISHMENTS:

- Crafted wireframe prototypes for a number of user journey epics that included Pension Consolidation Tracking, Document Library, Sign in and Registration, Ongoing Communications, Help, ISA purchase, Life Insurance purchase and Quotation, Penny Pincher tool, Picture This tool etc.
- Applied documentation and processes to the project that saved it from going off track as Kanban (implemented by Deloitte Digital) was not the correct process to use to support a robust UX (customer based - iterative) approach to working.
- Integrated the maintenance and development of the style guide within Confluence so all parties shared the same design vision.
- Held suppliers to account when supplying work and acted as a quality gate (Creative director and UX role) as none else within the internal Zurich had the broad range of UI / UX skillset to apply that level of focus and knowledge.
- Worked with the service design team to carry through knowledge of customer behaviour in to user journey design and development.

- Stepped in and completed UI design when suppliers failed to supply adequate resources.
- Supported and mentored junior designers in house.
- Supplied design collateral and updated email templates (to maintain consistency of design so it matched the iteration of the site design) for external marketing communications (marketing cloud) .

Senior UX / UI Designer

11/2014 – Present day

Racketware Ltd, Thame

[Learn more](#)

UX & UI design consultant in the development of software for this new motion sensor product for the squash & other racket sports market. The sensor fits on the end of your racket recording its movement 500 times per second. The data is processed and transformed in to statistical feedback and coaching resources that a player can use to improve their game. I joined the project in order to refocus understanding of player's needs within the product.

DUTIES:

- Competitor analysis (Sony, Zepp Babalat)
- Audience definition (Prota-personas)
- User scenarios/stories, Hypothesis statement backlog, Assumptions
- Content audit-survey (performance statistics review)
- Process flows (channel usage review)
- Information architecture (Site maps, Card sorting etc.)
- Wireframe prototyping (new prototype in UXPin)
- Front end design (white label for Dunlop + new house style)
- User testing with players (one on one task based)
- User workshops (player feedback and on court analysis)
- Created branded support materials (UI and print)
- Designed and presented product pitches (Dunlop and SquashSkills)
- Public facing website design and build (using AngularJS)

ACCOMPLISHMENTS:

- Refocused the design of the UX and UI from a player's perspective
- Created a full prototype of the app for IOS and Android
- Ideated a completely new way of using statistical based coaching
- Simplified the IA making the complex play data meaningful to players
- Created and presented an early web application concept that was approved by Dunlop
- Designed a new brand identity for the product
- Designed the packaging for the product (including 3D presentation collateral using IC3D)
- Designed a new public facing website

Graphic Designer

10/2014 – 11/2014

Packaging Design (contract)

Creative Edge Software, Windsor

Create a range of product library elements for use within this 3D Visualisation and print design applications. Specifically take a range of Tesco products to prove the application of the software to Tesco in house brand managers. Also, create a suite of new demo products using a fictional brand based upon on the shelf competition.

Senior UX and UI Designer

05/2014 – 08/2014

Spiral.ac, remote

[Learn more](#)

Support the design and development of new functionality for this new education service that mirrors and enhances current teaching practise, providing teachers with a suite of connected apps that promote collaboration, engage learners and embed assessment for learning in lessons.

DUTIES:

- Provide IA consultancy.
- Facilitated design brainstorming.
- Minimum Viable Product collateral development.
- User testing using MVP.
- Front end library component design and build.
- Graphic resource design and optimisation.

ACCOMPLISHMENTS:

- Optimised, restructured and commented the underlying front end framework code and resource library used in the application to improve maintenance and handover.
- Introduction of new design methodologies (Balsamiq) to improve interaction with 3rd party supplier.
- Brainstorm (design studio) with team and capture information architecture, wireframes, prototype documentation to support the development of new outcome requirements.
- Coached BA and PM on improvements to decision making on UI pattern layouts.
- Liaise with 3rd party developers in implementing the development of new designs and features.
- Design and build new pattern layout templates (CSS, html, jQuery) and resources to support new features.
- Optimised responsive styling of website so it worked across all browsers and device sizes.

TECHNICAL CONTRIBUTION:

- Optimised the less code within the front-end framework (Kube and custom less)
- Optimised the graphics library (Sprites, Adobe tools)
- Added new components (jQuery UI and custom modal based on Twitter Bootstrap)

UX/UI & Graphic Design lead

10/2008 – 05/2014

Gladstone MRM Ltd (Jonas Software)

Gladstone provides software services (SAS) to Education, Health and Leisure and Card Services.

DUTIES:

- As a UX/UI designer working with all stakeholders in the development of UX design best practise within agile development processes (e.g. lean UX and innovation games).
- Within development teams working as UX/UI designer supplying application design collateral that included low fidelity drawings (brainstorming and design studio sessions), (MVP's) wireframes, flow diagrams, proto personas, storyboards, low and high fidelity prototypes using tools such as Axure RP, Balsamiq or UXPin.
- Creation and maintenance of web application standards and guidelines (live style guides/component library within code base). As a front-end developer building page template layouts within the code base and acting as a design QA at that level.
- As a graphic designer, responsible for product marketing activities (online and offline) such as websites, brochures and sales collateral, show stands and corporate presentations.
- White labelled and customised products (custom workflows and look and feel guidelines) working with the technical services teams in post sales phase.
- Mentor and supply design services to support when resolving customer enquiries.

ACCOMPLISHMENTS:

- Upgraded all Gladstone's branding, working with the internal marketing team putting new guidelines and corporate communications materials in place for use across the company.
- Designed (using Dot Net Nuke), built and maintained the web presence for Gladstone Health and Leisure's corporate online presence and mentored marketing in its use.
- Designed and implemented the first ecommerce offering for Gladstone Health and Leisure selling services and hardware that worked with Gladstone's software.
- Designed and implemented a new brand (including associated brand guidelines and collateral), website (using DNN) and marketing collateral for a new card services company Authentic8 id.
- Refreshed the brand and built the web presence for Gladstone Education's corporate online presence and supplied marketing collateral for shows and promotion.
- Designed the UI of Gladstone Educations early software versions in its start up phase.
- Contributed to the facilitation of a fast moving, iterative agile approach to UX and UI design when liaising with technical development teams in Karachi.
- Worked with Gladstone's major clients to capture their business objectives and convert them in to working software such as in the creation of join@home.
- Played a major role in setting a design direction in the conversion of Gladstone's main product Plus2 and breaking out all the functionality in to separate web based product modules.
- Converted Gladstone's latest products so they used responsive frameworks and worked across multiple devices. In one case I worked independently creating a branch during the conversion process before integrating it back in to the main code base.
- Mentored technical teams in Karachi in design processes and the use of design standards collateral.

TECHNICAL CONTRIBUTION:

- Introduced the use of wire framing tools such as Axure RP, Balsamiq and iPlotz for the use of all product team members (product management, BA, marketing, development, support) to aid in collaborative design and shared design understanding.
- Supplied UI design specification standards for QA to follow as test scripts.
- Introduced the use of CSS Frameworks such as Blueprint and Twitter Bootstrap and created a live style guide that all products used as the base for their front end.
- Drove through the early implementation of responsive design before responsive CSS frameworks existed in the market.
- Created custom less directories to aid the customisation of products for customers leveraging one variables file at the top level.
- Mentored developers in the use of centralised frameworks and the use of Nuget packages to use as a version control mechanism for the UI.
- Working closely with developers I supplied the UI templates (html, css and jQuery) for most of Gladstone's products.
- Created a centralised graphical library holding all branding and product UI architecture collateral such as icon sprites.

UI Designer

01/2007– 09/2008

Ceridian

Worked in the Product Management team during the development of a new product suite called HRevolution that provided hosted HR services.

DUTIES:

- Create UI brand guidelines to give direction to the new brand.
- Create new skins for the existing software modules that will be brought under the same product offering.
- Mentor and aid Product Managers in implementing new design.
- Facilitate design workshops for new product development.
- Help sales in white labelling the service for new business pitches.

ACCOMPLISHMENTS:

- Created new guidelines.
- Re skinned all products so they had a common look and feel.
- Substantial business wins due to product customisation work so it fitted with future customer needs.

TECHNICAL CONTRIBUTION:

- Created a single set of ui collateral and usage guidelines that could be adopted by internal and 3rd party developers.

UI Designer

07/2005– 01/2007

Fujifilm Electronic Imaging (FFEI)

Worked in the Research and Development specifically on a project to develop new RIP software called XMF Workflow (www.ffei.co.uk).

DUTIES:

- Working with the technical development team and product owner, provide UI and XU design collateral that capture IA, workflows, UI patterns, templates.
- Provide up front design concepts and capture UX/UI design iterations from brainstorming and design studio workshops.
- Develop low and high fidelity UX- UI design specifications and layouts for developers.
- Develop a UI brand style guide and supporting documentation and resources.
- Created a help system.
- Create branded packaging and digital marketing collateral for online promotion.
- Design interfaces for printer hardware control interfaces.

ACCOMPLISHMENTS:

- Facilitated the design process so all stakeholders had equal ownership and visibility of the design direction by creating a product canvas (design wall in the office that held all the latest layouts and current concepts).
- Supplied a clear branded design direction.
- Created a help system and convert old documentation in to an embedded resource using Madcap Flare.
- Created a cutting edge 3d interface that was at the time very new.
- Contributed to the software winning some national awards.

TECHNICAL CONTRIBUTION:

- Supplied UX guidelines and specifications to guide template development.
- Created optimised UI collateral library.
- Integrated multi language html help system.

Freelance Designer

10/2003– 07/2005

Paneris, London

Worked as a partner in a freelance design group working a variety of projects.

DUTIES:

- Create design for a wide range of usage areas and clients.

ACCOMPLISHMENTS:

- Branding and promotional materials (electronic) design for a high-tech company who install smart technology in to homes (www.domesystems.co.uk)
- Corporate communications work for several BP divisions (Retail, DCT,) involving performance measurement and data collation. Working with HCS (design of Focus Group support materials) consulting and MORI (design of electronic & paper based surveys).
- Corporate communications work for Industrial Lubricants & Services, designing branded processes and materials (printed & Flash) to facilitate communication & engagement within this newly formed business. (Part of BP)
- A Corporate website (CMS development: <http://begbroke.paneris.org>) for [Begbroke Science Park](#) (part of Oxford University)
- A sales and marketing website for www.buildingdoctors.co.uk (Selling preconfigured architectural service packages)

- A signage project that involved creating an entire map of Sheffield for Connect Sheffield (client: Endpoint for Sheffield County Council)
- Corporate communications work for BP concerning internal measurement surveys, working with their Director of Communications at SPU Lubricants (in partnership with MORI) & 3 other business areas within BP.
- Corporate website for [Miles Macadam](#) (also managing their online marketing strategy)
- Website design and management for www.makower.co.uk
- Website and design management for www.wemyss.biz

Graphic Designer / Illustrator

12/2002– 10/2003

Cranfield University / Royal Military College, Shrivenham

Worked as a designer on the Defence Academy site, developing learning materials for Sandhurst military college. A ground breaking project called Military Knowledge 1. 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 now used at UK Military Academies. The course and its design collateral were designed so it could be used later in electronic format delivered online through a content management system.

DUTIES:

- Create all illustrations (300+) in scalable vector formats so they could be used in all formats and sizes of document.
- Liaison with subject matter experts and military authors to define briefs and provide roughs for approval.
- Process imagery for conversion to electronic formats.

ACCOMPLISHMENTS:

- Created all imagery to deadline.
- Provided a design direction for entire project regarding influencing layout and branding.
- Transformed military manuals from the very plain and boring learning material it had been in the past to an engaging set of learning material. This was a ground breaking project at the time.

TECHNICAL CONTRIBUTION:

- Guidance on software usage (inDesign was used). QuarkExpress was the industry standard at that time but I persuaded the team to use inDesign (even though it was the V1 release) as it had longer term capabilities.
- Guidance on resource formats to facilitate future proofing the guides.

Art Director

09/1999– 07/2002

RM learning Division – Service Design and Development

Research Machines PLC, Didcot

When I worked there, RM employed 1600 staff in the UK, Australia & the US and was the market leader in the provision of ICT & hardware in to the UK education sector with an annual turnover of £240m.

DUTIES:

- Manage the company's internal design team.
- Provide design services to the rest of RM whether it was for marketing of products, design of products or designing corporate communications.

ACCOMPLISHMENTS:

- Designed interactive learning material and online services (*see detailed project examples section*) that taught subjects such as:
 - Maths at primary level:
 - RM Maths interactive teaching content (go to www.learningalive.co.uk).
 - Easiteach interactive teaching content (go to www.easiteach.co.uk to see demos and examples of content I and my team created).
 - MathsALive Framework edition interactive teaching content.
 - English at primary level:
 - Easiteach (English version) interactive teaching content involving exercises that worked within this whole class teaching tool that works on interactive whiteboards.
 - ICT at secondary level:
 - ICT Alive interactive content development introducing kids how ICT works in areas of learning or research and its many applications. I worked with subject matter experts storyboarding lesson plans etc
 - History at primary and secondary level:
 - Living library content for clip art library, people and quotes, revision guides(created 2d and multimedia) and designed the user interface and navigation structures. (www.livinglibrary.co.uk)
 - US Living Library content and service design (UI and look & feel)
- Formed and managed a design team to focus & support product brand design & content development within the RM Learning division of RM.
- Developed streamlined work processes for content creation & management, web design, multimedia design, application design, print design & brand identity design & integrated them with development work processes.
- Operated as an internal RM product portfolio brand management design consultant, controlling brand identity usage, development and maintenance.
- Advised & mentored personnel in all departments within RM improving quality and saving significant money in the commissioning of design resources.
- Managed the design & development of print collateral for content, marketing, training & support, & worked closely with the print buying department contributing to the saving of £250k a year in print costs.
- Managed the brand & structural design needs of over 20 products and services in electronic and printed formats.
- Designed RM Learning's new flagship brand. An online subscription service portal called [Learning Alive](#) that involved the migration of 800000 users and the redirection of 9 existing online products. Since release it has increased its user base significantly.
- Managed the design team in the development of a product called "Maths Alive Framework Edition", linked to from Learning Alive. A ground breaking on & offline delivered whole class maths teaching subscription service. MAFE has just been released and has already grabbed a 30% market share. It has also been hailed by education professionals as a breakthrough in the provision of online learning.

Learning Alive

Learning Alive involved the migration of all existing RML products & services under one new umbrella brand. The Learning Alive brand was to be based upon a subscription model that had a new top level portal for all RM Learning future subscription services to link from.

I project managed & created:

- The design of a new E learning subscription service portal web site with supporting design guidelines and technical specifications.
- A brand identity with 5 variants to cover usage situations.
- Brand identity corporate style guidelines.
- Brand identity resources in various formats to cover print & electronic needs.

Maths Alive Framework Edition

Project managed & led the design team in developing this ground breaking on & offline delivered whole class maths teaching service. This service was the first major subscription service to hang under the Learning Alive brand portal. Maths Alive has gained much critical acclaim from the educational establishment & customers and has captured 30% of the market after only 4 months of sales.

My team & I created:

- A web site with supporting style guidelines and technical design specifications.
- Supporting print material such as Maths Alive branded lesson plan folders and inserts.
- Business cards.
- Teaching activities (created in macromedia flash)

Primary Maths Portfolio

Brand strategy for this re branding exercise. This involved the bundling of three existing primary maths teaching products (RM Maths, Easiteach & Snapshot). This made the products much more attractive to teachers & had a significant effect upon sales.

I project managed and created:

- A brand identity and supporting corporate style guide.
- Box packaging using the brand identity
- Printed branded training vouchers
- Printed CD covers
- Printed user, installation & instruction guide

Living Library

I designed and developed version 2 of this Primary & Secondary online library resource site for primary and secondary kids.

I project managed and created:

- A new brand identity style guide
- Interface and page design templates for the website
- A printed newsletter to support the marketing of the site offline.
- Printed marketing collateral such as:
 - Window stickers
 - Mobiles
 - Animated marketing banners (for RM website)

US Living Library

Project managed and designed the usability and aesthetic design of this American version of Living Library. The service was designed for the secondary market in the US and was a tie up with Riverdeep, a US e-learning group.

Easymail Plus

This service is designed for the provision of email to the primary school market.

I project managed and designed:

- A brand identity
- A brand identity corporate style guide (web and .pdf formats)
- A primary interface for the software application
- A promotional character for the service
- Marketing collateral for the service such as:
 - Stickers
 - Tea shirts
 - Banner ads

Destinations

Managed the UK localisation & re branding of this former US teaching product.

I project managed, commissioned and designed:

- Localise the imagery within the software
- Localised the packaging (Box, manuals & CD's).

Easiteach

A ground breaking whole class teaching software for use on electronic whiteboards.

I project managed and designed:

- A brand identity with supporting corporate style guide.
- A primary based interface design for the software.
- Printed marketing materials.
- Printed user guides.
- A web site that houses the applications supporting resources.

WBOL

An online service that provides lesson plan resources to teachers who own the WindowBox product (a suite of software titles pre configured to work on RM hardware sold as a complete ICT teaching solution). Developed a marketing strategy that involved a character to encourage traffic to this web service.

To view go to: <http://www.wbol.co.uk/>

I project managed and designed:

- A brand identity
- Marketing materials such as mouse mats
- A web site interface design & style guide
- A promotional character

WindowBox

Managed the AID team in the design & development of a range of marketing support literature for this product over the last 2 years.

I project managed and designed:

- Marketing resources ranging:
 - Packaging,
 - Promotional mouse mats,
 - Multifunctional leaflets with instructional flow diagrams & user guides to help teachers set up lesson plans and gain optimum value from the suite of software on their WindowBoxes.

Summary of other projects:

- RM Smart Tools (identity & print design)
- Community Connect 3 (identity & print design)
- EasyLink (interface design)
- ICT Alive BETT Presentation (Shockwave & Powerpoint)
- Living Library Mobiles (print design)
- Living Library promotional stickers (print design)
- EasyMail banner advertisements (web design)
- IFL (web interface & identity design)
- RMI intranet (web interface design)
- Maths Alive Teaching Content (Shockwave design)

Senior Designer / Account Management

01/1999– 09/1999

Harmonics Communications, Princes Risborough

Summary Project Examples:

- WWT (Wildfowl and Wetland Trust) – Website
- HPS Advertising - Website
- Plantronics (Multimedia Product Sales & Spec CD)
- Sola (Promotional Creative Design)
- Karen Earl (Corporate Web site Presence)
- OIT (Corporate web site)
- The Wedding Shop (Strategy & Creative pitch)

Graphic and Multimedia Designer / Partner

08/1998– 01/1999

Xstream media

Summary Project Examples:

- IMA (web site design)
- Bass Charrington (Multimedia presentation design)
- Impax Capital Corporation Ltd (Corporate web site design)
- MTR International (Corporate multimedia presentation design)

Graphic Designer

08/1996– 08/1998

Visua Communications

Ministry of Defence

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 aimed at service personnel's families. They could get latest news on their family member's location and wellbeing.

Summary Project Examples:

- Anglia (Corporate presentation in Authorware)
- Transvac (Corporate presentation CD design)
- Cellnet (Training program designed for single floppy disc)

Graphic - Multimedia Designer

08/1996– 08/1996

Intercom technologies (Division of Communique)

Summary Project Examples:

- Manpower Recruitment (Corporate multimedia presentation)
- Universal Stores (Corporate multimedia presentation)
- Zurich Insurance (Training programme for claims processing software)
- Sauflon (Corporate Powerpoint presentation design)
- FraserCard (Corporate Powerpoint presentation design)
- Aspreys (Corporate Powerpoint presentation design)

Multimedia Designer

08/1993– 08/1996

The Artery, Camden London

Design, visualisation & Illustration for educational publishing, packaging design, corporate brochures, posters, advertising/Marketing, brand identities.

Illustrator

06/1988– 08/1993

Self Employed

I worked primarily for an agent called 'The Garden Studio' that now trades under the name 'illustration'. I completed work for a very large range of publishing and marketing clients.

Clients:

- Natural History Museum
- Cambridge University Press
- Scholastic Publications
- BBC Enterprises
- Oxford University Press
- World Equity
- Radio Times & TV Times
- Amnesty International
- The Big Issue
- Sony Entertainment,
- Colgate
- Longman Group (UK) Ltd
- Hambros Bank
- CO-Op Bank
- Moscow Narodny Bank
- Lloyds Bank
- The Irish Bank
- Marks & Spencer
- Co-Op Wholesale
- Tesco
- MK design
- Communique Group (Manpower)

TECHNICAL SUMMARY

ADVANCED

Adobe Creative Cloud (illustrator, inDesign, Photoshop, Lightroom, Dreamweaver, Muse, Edge, Fireworks), Alias Sketchbook pro, Sketch, XD CC, Jira, Confluence, RealtimeBoard, Craft, UXPin, Axure RP, Balsamiq, Protopie, Principle, UserZoom, Corel painter, Webstorm, HTML 5, CSS3, CSS Frameworks (Bootstrap, Kube, Yaml, Foundation, etc), SAAS, Less, winless, Git, SourceTree, Nuget, crunch, Adobe captivate, Madcap Flare, Tortoise CVS, TFS, Visual Studio 12-13 (plugins-Nuget etc), SQL, .Net, Patternry, Frontify, Treejack, Pencil Project, iPhone mockup, Microsoft Word, Excel, Powerpoint, MS Project, Putty, PHP Designer, CMS (Wordpress, DNN, Salesforce, Marketing cloud), IC3D Suite.

INTERMEDIATE

jQuery, Javascript, ZBrush, Maya, After Effects, SQL, Git, Blender

EDUCATION / TRAINING

1985 – 1988 BHons 2:1 Manchester Polytechnic
Communication Arts

1994 – 1996 PgDip Central St Martin's (London Institute)
Multimedia Studies

COURSES ATTENDED DURING EMPLOYMENT

Sept 2004	Maya Comprehensive – Escape Studios
July 2000	Management Training – Human Qualities
Nov 1999	Technical Project Management

PERSONAL

- Professional part time illustrator (30yrs)
- Printmaker with the Oxford Print Cooperative
- Professional Painter (Chinese watercolour styles currently)
- Sports: Real Tennis, Lawn Tennis
- Exhibiting art regularly at various shows and galleries
- Keen gardener and jam maker
- Early adopter all things tech that can support my art and UX