

UX/UI

UX UI



INTRODUCTION

I have been a **designer** for over 10 years and during that time I've worked with a wide range of clients and companies both in the UK, and internationally.

I care a lot about helping teams build great **mobile** and **web** based applications. With a background in web development I make sure that my design work goes beyond the aspirational; and delivers a realistic and practical direction that is both a deliverable and beautiful **user experience**.

I care about the things developers don't need to think about such as grid systems, typography and colour theory. Iconography is very important to me; I've created more than **6000 icons** for various web apps so far and continue to develop and evolve my skills.

I love the challenge of creating the perfect **branding** for a project or organisation. I get excited about the chance to creating a new logo or building a strong set of beautiful and unique brand guidelines.

I'm very passionate about being a part of the full product lifecycle; taking ownership of the design aspects but also responding to the development team and working with them to create the best possible product.

I love what I do.

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SKILLS

I can offer multiple services throughout any project, including strong design and development skills.

Sketching

Responsive UI Design

Pattern Library

Wireframing

UX Research

Illustration & Concept Art

Brand Identity

Usability Testing

Mobile Design

IA

TOOLBOX

Sketch

Flinto

Google SketchUp

Adobe Photoshop

Marvel

Autodesk Maya

Adobe Illustrator

Axure

Pen and Paper

Adobe InDesign

HTML/CSS

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PROCESS

EXPLORE

Gathering information about the project by asking plenty of questions and digging into the brief and specs.

BLACKBOARD

Defining the timeline, budget, technology and which deliverables should be prepared before the next step.

PLAYGROUND

Making some tryouts and shape basic layout in order to define outlines and the right direction.

BUILD UP

Starting to build interactive materials in a testing environment after getting confirmation on designs.

RISE UP

Testing and getting feedback in order to fix possible bugs and errors to avoid any time loss.

CHECK UP

Getting more relaxed and confident on the final implementation but concentrating on maintenance and back up so the project is easy to develop further.

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EXPERIENCE

HSBC - On going (permanent role)

www.hsbc.co.uk

Digital UX/UI Manager

- HSBC Global mobile projects (native/responsive)
- iOS and Android toolkit/library implementation.
- Global Transfer and Global Payments - UX, Customer journeys, user testings and delivery.

Space 01 - 4 Months

www.space01.co.uk

Visual / UI Designer

- Designing tablet app interfaces for Scottish Widows.
- Working on finance web interface designs for Xafinity - Radar.
- Working on marketing asset creation web platform for LV.

NBC Universal - 1 year

www.nbcuniversal.com

Application Designer

- Designing VoD app interfaces for iOS and Android mobile & tablets.
- Creating Pattern Libraries along with Brand Guidelines
- Designing marketing websites for SyFy and Universal Channel
- Working on marketing/social projects.

dotmailer - 2 Years

www.dotmailer.com

UX/UI Designer

- Redesigning entire web app interface, yeah!!
- Responsible for web apps interface designs.
- Digital and print designing for marketing assets
- UI/UX tasks for overall application and websites.
- Working on various marketing projects.

Creative Sloth - 1 Year

Lead Designer

- Responsible for interface and interaction design.
- Designing icon sets / logos.
- Designing Brand and Guidelines.

Creative by Deluxe - 2 Months

www.creativebydeluxe.com

Project Basis - Web/Mobile/Brand Designer

- Responsible for app design and interface.
- Designing Brand and Guideline.

Beechwood International - 3 Months

Project Basis - Web / UI Designer

- Responsible for design and creative production.
- Organising and planning project.

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