

**A highly skilled freelance senior product designer, I work with top UK companies, delivering exceptional digital experiences with a user-centered design approach.**



## EXPERIENCE

### **Virgin Atlantic – Freelance Senior Product Designer**

Aug 2022 to present

- Delivering a re-designed and improved book flow experience
- Redesign and simplification of main menu navigation
- Leading user experience discovery and research across multiple projects
- User testing and optimisation of new features and concepts
- Developing, maintaining and implementing a pattern library and design system

### **Sage – Freelance Senior UI / UX Designer**

Feb 2022 to Jul 2022

- Setting out a digital strategy and vision for a Security and Privacy Trust Hub
- Competitive benchmarking, organising design workshops; leading persona creation and facilitating user testing
- Leading user research with internal/external stakeholders; collaborating closely with product owners and developers

### **Publicis Sapient – Freelance Experience Lead**

December 2020 to December 2021

- Leading a team of UI and UX designers across multiple time zones
- Advocating research and evidence-based design across various initiatives
- Collaborating closely with key stakeholders, product owners and developers
- Delivering the vision for an e-commerce project for a major automotive company
- Providing creative leadership and mentoring junior members of the team

## RECENT PROJECTS

[Virgin Atlantic](#)

[Sage – Security Hub](#)

[EDF Energy – Green Home Hub](#)

## KEY SKILLS

Figma, Figjam, Miro, Mural,  
Sketch, Adobe Creative Suite,  
HTML, HTML5, CSS

## SERVICES

UX discovery and research  
Content architecture  
Wireframes & prototyping  
User testing  
Creative concepting  
Visual design and UI  
Data analysis and optimisation  
Design system creation  
Digital strategy

## EXPERIENCE

### EDF Energy – Freelance Senior UX / UI Designer

June 2020 to September 2020

- Setting out a digital strategy and delivery process for EDF's renewable energy initiative
- Facilitating user testing, organising design workshops and initiating user research
- Producing lo-fidelity wireframes, prototypes and pixel-perfect, hi-fidelity UI designs

### Virgin Holidays – Freelance Senior UI / UX Designer

May 2016 to April 2020

- Developing and implementing a pattern library and design system
- Leading user research with internal/external stakeholders; collaborating closely with product owners / developers
- Delivering innovative new features such as bookable multi-destination and cruise holidays online

### Penguin Random House – Digital Design Lead

September 2013 to May 2016

- Formulating digital strategies and campaign ideas
- Overseeing all digital output across Penguin Random House
- Managing a team of designers and developers
- Key designer across website redesign projects including [penguin.co.uk](https://penguin.co.uk)

### iris Worldwide – Senior Digital Designer

July 2009 to September 2013

- Formulating strategies and campaign ideas at a leading digital marketing agency
- Hands on design, integrating cutting-edge industry trends and technologies
- Overseeing the design process on multiple briefs for the whole project cycle
- Estimating, budgeting and providing technical specifications for projects

### Grey G2 – Senior Digital Designer

December 2007 to July 2009

- Researching, conceptualising and designing websites, social media integration
- Presenting designs and discussing their rationale with clients
- Translating designs into hand coded, pixel perfect, compliant XHTML/CSS mark up
- Overseeing the output of junior team members, providing support and assistance

## QUALIFICATIONS

BA Hons Digital Media and

Technology (upper 2:1)

University of Leeds

Halifax Prize Winner for

Academic Year – University of  
Leeds

A-Levels English Literature,

History

11 GCSE's St. Georges College,

Weybridge

## CONTACT

[dylan@ribboncreative.co.uk](mailto:dylan@ribboncreative.co.uk)

[linkedin](#)

[portfolio](#)