Paul Wallas

User Interface & User Experience Designer

0771 383 2372. Nottingham, UK.

www.paulwallas.com   twitter/paulwallas   medium/paulwallas   dribbble/paulwallas

Personal Statement

I'm Paul, a UI/UX Designer with 10+ years of experience working across all disciplines of the design domain. 5 years ago my passion diverted my focus into the user experience and user interface element of design, understanding user psychology and decision making and how this effects product interaction.

Currently working as Head of UI/UX design at RightIndem, I lead a team of designers developing responsive web applications for the insurance tech industry.

Career History

RightIndem

Head of UI/UX Design. Aug 2016 - present

Working between Business Analysts and the Development team, I research our users to understand their emotional needs, requirements and product expectations. This is translated into user personas from which I build user stories and early user journeys, often at the whiteboard. From here I begin to finalise journeys, collaborating with the team to ensure the optimal solution is defined.

Within my role at RightIndem, I also communicate closely with Stakeholders and Clients to determine business and product objectives. I align these objectives to WCAG and legal requirements if required, for instance The Equality Act, ensuring our product not only meets my user experience expectations but is also compliant with web accessibility initiatives.

I'm responsible for the creation of our design system and both our low-fi and high-fi design process. When starting my role at RightIndem I transitioned the design team away from a Windows and Photoshop environment to a MacOS, Sketch and Invision environment for greater design efficiency and team/ stakeholder collaboration.

iMoSPHERE

UI/UX Design Lead. Jan 2015 - Aug 2016

Working alongside the Development team in an agile environment, I produced the UI library and brand guidance for the company's flagship product. In addition, my responsibilities covered the product website, product blog, twitter announcements and updates, supporting product offline material and product mascot illustrations.

FACE Recording & Measurement Systems

UI/UX Designer. Oct 2009 - Jan 2015

Working alongside the Development team adopting the waterfall methodology, I conducted initial user sessions, often off-site, to understand their working process, expectations and requirements of a new product. I translated these into Balsamiq Mocks, liaising with the Development Manager before finalising these into high-fidelity visuals.

Soula Design

Web Designer. Sep 2006 - Sep 2009

Working within a small design team, my role covered all aspects of visual web design from web, animated web banners, call to actions and poster illustration. Here I began to discover user habits and user interface principles which propelled my interest and change in career path to study user interface roles.

Daykin & Storey

Web Designer. Jul 2006 - Aug 2006

Working as a junior designer I assisted the web design team helping produce navigation bars, sprite images, client branding and poster illustrations.

Skills & Experience

I'm experienced working in both Agile and Waterfall development methodologies. I'm a proficient user of Sketch, Adobe XD, Invision and Zeplin. I have vast experience in producing design systems to both a low and hi-fidelity composistion. I'm also competent with Adobe Illustrator, Photoshop, Indesign and Balsamiq. I have experience with HTML, CSS and JS having produced front-end code in MVC and React Applications. I enjoy speaking about my work, I've conducted many "lunch & learn" and "show & tel" sessions to our current team at RightIndem. I have experience with Git and Github pages.

About me

Over the years, I've refocused my interest from visual design to design principles and design psychology. Understanding how and why users interact with design, their mental models, their expectations and behaviours enables me to produce work that not only satisfies their needs but further drives my thirst for knowledge.

Outside of work I will often attend design meet-ups and design conferences, writing on Medium or posting on Dribbble. My passions outside of work include football, F1, food and ale, especially the local food and drink festivals.