

# Ronan Sprake

19 Collingwood Close, Norwich, NR9 3QE  
07944 277678 / [ronansprake@gmail.com](mailto:ronansprake@gmail.com)

## Profile

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I'm a self-motivated UX Designer with extensive in-house, agency and start-up experience. I build inclusive customer experiences with User Centred Design practices, delivering creative, sustainable solutions while remaining business focused and value driven.

My portfolio: <https://ronansprake.co.uk/portfolio-rsprake.pdf>

## Key Skills & Attributes

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- Multi-skilled interaction designer with a focus on usability, accessibility and team collaboration
- Skilled with design tools including Figma, Sketch, Adobe XD / CC, Axure, Invision and Zeplin
- Experienced in user testing and research methodologies (qualitative and quantitative)
- A practical and positive approach to strategic change and evolving requirements
- Encouraging transparency, trust, open and candid feedback to challenge thinking at all stages

## Employment History

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**Upside Money (Techstars '21)**      **Lead UX Designer**      **March 2021 – Present**

I joined an early stage startup to experience the Techstars Future of Finance Accelerator. I progressed the research and design of innovative products based on Open Banking technology and Big Data insights.

- Executed the research and UX design of customer experiences across D2C iOS and Web products and B2B cashback-as-a-service, representing the voice of the customer at all stages
- Uncovered and iteratively solved iOS onboarding issues, reducing failure demand
- Used Lean UX practices to facilitate collaboration with distributed team members
- Established Design System foundations to introduce consistency and accessibility standards
- Collaborated with Sales to design a proposition testing framework, interviewing retailers to understand pain points and product design opportunities
- Built strong relationships with the engineering team, ensuring user stories are clearly understood and that design and development work hand-in-hand to achieve the best customer outcomes

**Aviva**      **Senior UX Designer**      **March 2017 – March 2021**

Designing complex customer journeys across Aviva's digital estate including major parts of the Global Design System, enhancing experiences for over 31 million customers worldwide.

- Principal UX on Aviva's [Framework Design System](#), used by 120 designers in 9 countries. I contributed designs while managing backlog for 2 UX designers, providing priorities and direction
- Produced journey maps, IA, sketches, wireframes and interactive prototypes for a variety of products, including quote & payment, car & home insurance, claims, investments and operations
- Increased cross-discipline collaboration, leading to a ~50% increase in my team's sprint velocity
- Presented at Accessibility Champions Group sessions, promoting WCAG standards across Digital

- Received personal feedback from the Head of UX: *"It's the best piece of design we've done since I've been at Aviva. It's a beacon that leads the way into a brighter, better future"*
- Frequently gave presentations at monthly design meetings, hosted in Hoxton (80 UX/UI designers)
- Presented actionable heuristic reviews for strategic partnerships (Barclays, HSBC and Santander)
- Interviewed and mentored designers, giving talks to groups of college and university students

**Soak (digital agency)                      UX Manager                      Jul 2015 – Mar 2017**

Realising my strength and passion was for UX design, I worked with global brands including Red Bull, GE, The Economist and Games Workshop. See [soak.co.uk](http://soak.co.uk).

- Recruited, managed and mentored 2 UX designers and 2 UI developers
- Organised and led design workshops, lab and guerrilla testing
- Delivered successful design pitches (London, Paris, Salzburg)

**Soak                      Lead UI Developer                      Jan 2012 – Jul 2015**

Led creative product builds using Angular and React for clients including HSBC, IBM and Adnams.

**Soak                      UI Developer                      Jan 2009 – Jan 2012**

The first employee of a highly successful agency, I built design systems and emails for GE and Nissan.

**Digital Overload                      Full Stack Developer                      Nov 2007 – Jan 2009**

A digital agency, I built digital products while training in Git, HTML, CSS, JS, PHP and MySQL.

**Permastore                      IT Technician                      Oct 2005 – Nov 2007**

Managed critical infrastructure, I also designed custom touchscreen and barcode interfaces.

## Education

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Aviva	Aviva Certificate in General Insurance	2018
Open University	Certificate in Web Applications Development (Distinction)	2006 – 2008
University of Lancaster	History BA (Hons), (2:1)	2002 – 2005

## Interests

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My favourite things include cinema, cooking, music and spending time with my family.

**References available upon request**