

# Ronan Sprake

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## Profile

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I'm an accomplished UX Lead Designer with extensive in-house, agency and start-up experience. I lead and 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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- Interaction design with a focus on usability, accessibility and collaboration
- Supportive mentor for junior and mid-level designers, giving direction and constructive feedback
- Tools including Figma, Sketch, Adobe XD / CC, Axure, Invision, Proto, Zeplin, Jira and Trello
- Experienced in user testing and research methodologies (qualitative and quantitative)
- A pragmatic approach to strategic change and evolving requirements
- Encouraging transparency, trust, open and candid feedback to challenge my thinking at all stages

## Employment History

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### Lead UX Designer - Upside Money

March 2021 – Present

I joined an early stage startup to experience the Techstars Future of Finance Accelerator. I lead 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

### Senior UX Designer - Aviva

March 2017 – March 2021

I designed 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

### **UX Manager - Soak (digital agency)**

**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.

- 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)

### **Lead UI Developer - Soak**

**Jan 2012 – Jul 2015**

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

### **UI Developer - Soak**

**Jan 2009 – Jan 2012**

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

### **Full Stack Developer - Digital Overload**

**Nov 2007 – Jan 2009**

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

### **IT Technician - Permastore**

**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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In the rare moments my young family isn't keeping me busy, I enjoy films (I've never seen Star Wars, please don't hold that against me) and I started baking during lockdown, with varying degrees of success.