



# Scott Herrington

Fintech UX designer. I help digital product teams think beyond 'good enough', to build financial services that empower people to better manage, save, spend or invest their money.

## Profile

With over 7 years experience at Fintech companies in Germany and the UK, I've designed award-winning apps for mobile payments, banking, investments and active trading.

I'm a staunch supporter of User-Centric-Design practices, and have a track record in successfully nurturing teams that deliver better, more innovative software. I do this with an inclusive approach to UX; developing understanding for users amongst the entire product team, and facilitating collaboration that leads to better solutions that customers find easy to use and trust.

## Work

### Senior UX Designer (London, UK)

Capital One, June 2019 - Dec 2019 (Contract)

- Redesigned their credit card eligibility form "Quick Check", to comply with new FCA regulations. Despite necessary additional questions, their conversion rate was preserved, mitigating the project's biggest financial risk.

### Senior UX Designer, Mobile Trading Platforms (London, UK)

IG Group, November 2015 - Present (promoted to Senior February 2018)

- Designed and tested a long term product vision for all of IG's mobile trading platforms, resulting in a prototype so successful in user-testing that it's now the template for all of IG's trading product roadmaps.
- Researched, formalised, documented and integrated a scalable design process, to improve cross-functional team collaboration within an agile (scrum) framework.

### Senior UX Designer, Progressive Web App (London, UK)

Nadex, May - December 2017

- Led the design efforts of Nadex's first Progressive Web App (and facilitated the company's first design sprint). We successfully launched within just 15 weeks, securing a significant percentage of mobile trading revenue.

### UX Designer, Mobile Apps (Hamburg, Germany)

Yapital, September 2013 to September 2015

- Contributed to the design of Europe's first QR code based payment app which facilitated peer-to-peer, online and brick'n'mortar till payments. These efforts were recognised with multiple awards from both the finance and design industries in Germany.
- I successfully built acceptance for, and implemented User-Centred-Design practices which led to product improvements such as increasing conversion by 40% and key task interaction improvements that prompted Germany's largest supermarket chain to implement us at POS.



## Education

### **Hanze University of Applied Sciences (Groningen, The Netherlands)**

**September 2008 - June 2012**

Graduated with an 8.5 (UK equivalent: 1st) in International Communication (Bc)

### **International School of Management (Dortmund, Germany)**

**July 2010 - January 2011**

International Business Certificate. Graduated top of class.

## Successes

- I was awarded a scholarship at university in The Netherlands after I demonstrated the ability to lead culturally diverse teams of students that consistently overperformed.
- With no previous entrepreneurial experience, and largely through self-tuition, I built a profitable consulting business, direct from university, in a foreign country.
- I have lived in The Netherlands and Germany for a total of 10 years. In both countries I taught myself the language to fluency within 8 months and thrived personally, academically and professionally.

## Skills

- As a trained facilitator, I'm skilled at getting the best out of culturally diverse, cross-functional teams.
- I can work in a methodical way to tackle complex design problems, and produce an array of deliverables to communicate and refine solutions with a wide-range of stakeholders.
- Prototyping. From paper sketches to native like prototypes in HTML/CSS/JS.
- Mentoring and developing the skills and critical thinking of less-experienced designers.
- Preparing and moderating usability tests / interviews.
- Applying expert heuristic reviews to UIs and user-flows using Nielsen's, ISO's, and the Cognitive Walk-through frameworks.
- I speak:
  - English (mother tongue)
  - Dutch (fluent)
  - German (fluent).

For more information, please see my portfolio at [www.scottherrington.com](http://www.scottherrington.com)