

# Curriculum Vitae

## Personal details

Name Stuart Seddon  
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D.O.B. 24/08/78

**Skills** Sketch – expert  
Photoshop – expert  
Illustrator – expert  
Axure – intermediate  
HTML, CSS – intermediate

## Qualifications

Degree BA (hons) Graphic Design 2000-2004 (Staffordshire University).  
GCSE 8 x graded A-C. 1989-1994 (William Gee Secondary School).

## Employment

Title UX Designer (contract)  
Company Idean, London  
Duration July 2019 – ongoing  
Duties I have helped to improve existing features and introduce new improvements to the customer facing British Gas website.  
Day to day work includes guerilla research, user testing (in the on-site lab), facilitating workshops with stakeholders and designing prototypes in Sketch and HTML.

Title Interaction Designer (contract)  
Company Department for Work and Pensions, London  
Duration July 2017 – Jun 2019  
Duties User interaction design within the digital DWP team helping to design and reiterate the Universal Credit service.  
I worked within a team of content designers, user researchers, business analysts, testers and developers. We used an Agile methodology to create products and features with the user in mind. The designs were predominately created using the GDS prototyping kit and were user tested in a lab or in a Jobcentre – then re-iterated accordingly.

Title UX Designer (contract)

Company	Methods Digital (onsite at The Skills Funding Agency, Coventry)
Duration	April 2017 – June 2017
Duties	<p>I worked as part of a small team which helped both The Apprenticeship Service and The National Careers Service to visualise where their departments want to be in 2020.</p> <p>In 12 weeks we built a relationship with key stakeholders whilst running several large and small collaborative workshops, including story mapping and business model canvas session.</p> <p>Our deliverables included visuals, videos, interactive presentations and a target operating model.</p>
Title	UX Designer (contract)
Company	Ministry of Justice, London
Duration	September 2016 – April 2017
Duties	<p>I worked closely with a content designer, user researcher and a team of developers. Together we created a series of screens for the Ministry of Justice to help separating parents explore all their resolution options.</p> <p>Over the course of several months we liaised with charities, educational bodies and other governmental departments.</p> <p>The beta version of the tool went live in July 2017.</p>
Title	Digital Designer (contract)
Company	HeathWallace, Reading (onsite at HSBC, London)
Duration	April 2016 – September 2016
Duties	Developing journeys and designs for tablet use within HSBC UK and worldwide branches.
Title	UI Designer (contract)
Company	Vodafone, Newbury
Duration	October 2015 – April 2016
Duties	Developed the new Vodafone.co.uk site (not released yet); provided visuals for the Vodafone app and helped create banners and pages for the consumer and business sides of their website.
Title	UI Designer (contract)
Company	Havas Worldwide, London
Duration	September 2015 – September 2015
Duties	I lead the design in a hackathon event for Absolut Vodka (using IBM Watson technology).
Title	UI/UX Designer (contract)
Company	Weaver Digital, London
Duration	March 2015 – August 2015
Duties	Sketches, wireframes, user journeys, UI designs and After Effects

animations for the refreshed Just Investing responsive website; all project work was carried out following a strict Agile and user centred design approach.

Title UI Designer (contract)  
Company Ordnance Survey, Southampton  
Duration March 2014 – March 2015  
Duties Art Direction and UI designs for the new Ordnance Survey wayfinding and routing app, available on both iOS and Android platforms. Beta version released Spring '15. Project work was carried out following a strict Agile and user centred design approach.

Title UI Designer (contract)  
Company Vertu, Fleet  
Duration Feb 2014 – March 2014  
Duties Created UI designs and assets for the Vertu apps (Android) that came pre-installed on the Signature Touch handset; released summer 2014.

Title UI Designer (contract)  
Company BskyB, Osterley  
Duration April 2013 – Feb 2014 (11 months)  
Duties Created UI visuals for the Sky+ and Sky Go apps for iOS and Android devices. Working within an Agile environment.

Title UI Designer (contract)  
Company Ordnance Survey, Southampton  
Duration August 2012 – March 2013 (7 months)  
Duties I proposed a fresh art direction; new colour palette; typographic route and style guide for Ordnance Survey's new website. This all adhered to strict double-A accessibility guidelines. The entire project was undertaken within an Agile and user centred design environment; consisting of planning meetings, backlog sessions, review presentations and retrospectives.

Title UI Designer (contract)  
Company Heath Wallace, Reading  
Duration April 2012 – August 2012 (4 months)  
Duties Alongside the Creative Director I helped shape the art direction for HSBC's new Wealth and Assets iPad app. I worked in Photoshop for the UI visuals whilst using Illustrator to generate the iconography.

I was part of a small team that pitched a proposal for HSBC. They required that we solve a navigational problem for their transactional global banking sector. We produced a presentation that illustrated a

customer journey across desktop, tablet and mobile.

Title UI Designer (contract)  
Company BskyB, Osterley  
Duration May 2011 – April 2012 (11 months)  
Duties Working in an Agile environment, I was the lead designer for the Sky Go web launch; I created the UI visuals in Photoshop which were then made into a Flash movie which appeared on the Sky.com homepage.

I was also the lead designer for Sky's new Self Diagnostics router (launched Sep 2012). I produced an Executive Summary at the start of the project, which helped define our key objectives with regard to the functionality of the overall process. On top of this I was involved in every stage of the user testing whilst leading the user interface design solutions for both desktop and mobile.

Title UI Designer (contract)  
Company Investis, London  
Duration April 2011 – May 2011 (1 month)  
Duties I was brought in to produce UI visuals for the Investis corporate website. Using Photoshop I produced several webpages with accompanying iconography.

Title UI Designer (contract)  
Company Fjord, London  
Duration April 2011 (2 weeks)  
Duties I helped to produce further UI visuals for the Akazoo (social networking site) website. Photoshop was used to create icons, buttons and webpages.

Title UI/UX Designer (contract)  
Company TUI Travel (Thomson and First Choice) – Crawley  
Duration September 2010 – March 2011 (7 months)  
Duties I was involved in usability reworks for the Hayes & Jarvis and Austravel websites. I created wireframes for the proposed new layouts. Photoshop, Fireworks, Illustrator and Omnigraffle were primarily used.

Title Digital Designer  
Company SThree, London  
Duration March 2008 – September 2010 (2 years, 6 months)  
Duties Lead in-house designer for several online recruitment brands owned by SThree Plc. Most work involved complete rebranding of old websites working alongside the UX lead.

Title Designer/Artworker  
Company Carlson Marketing, London  
Duration June 2007 – March 2008 (9 months)  
Duties Print design & artwork for several brands including Hyundai, Coca-Cola and BT. I produced brochures, flyers, adverts and online assets. Indesign and Photoshop were used.

Title Designer/Artworker  
Company Astound Ltd, London  
Duration November 2005 – May 2007 (company closure)  
Duties Print design and artwork for Tesco Mobile, Woolworths, Camden Food Co. and Whistlestop Cafe.

Title Creative Artworker  
Company Charles Tyrwhitt Shirts, London  
Duration September 2004 – November 2005 (14 months)  
Duties Responsible for the artwork of the Charles Tyrwhitt seasonal catalogues, direct mail and POS graphics for the Oxford, London, Paris and New York stores.

#### **Awards**

Brief 2003 Roses Advertising Awards: Imperial War Museum North  
Prize Gold (joint)

**Interests** AFC Bournemouth. Reading. Eating out.

#### **References**

Nick Barber Founder and Creative Director at Ear Trumpet Creative, London.  
[nick@eartrumpetcreative.com](mailto:nick@eartrumpetcreative.com)  
Matt Ogston Founder and Chief Optimiser at PageDo, London.  
[matt@ogston.com](mailto:matt@ogston.com)