

I'm a user interface designer with over a decade of industry experience. I've worked on a wide spectrum of projects, spanning a myriad of touchpoints & devices, front to back. I'm excited about technology and how good design can create unique engaging experiences in our daily interaction with complex software systems. I'm a great fan of simplicity in design and purpose. Ultimately great design and a great user experience can change our daily lives for the better.



Work experience

April 2016 - March 2018

Channel 4 (through Reason), London
Senior Product Designer

Projects:

I worked closely with the internal design and product team on various Channel 4, All 4, design projects. The projects were mainly aimed at improving or extending the functionality of the All 4 website and native apps (mobile and TV). The VOD market is highly competitive and it's vital to ensure the best possible user experience, whilst keeping up with Netflix and other competitors.

Reference: Andy Brockie, UX Design Lead

March 2016 - March 2016 (3 weeks)

EY Seren, London
Freelance Senior UI designer

Project:

I helped out briefly (as holiday cover) on a financial services customer experience design project.

Reference: Anish Joshi, Head of Creative Design

December 2015 - February 2016 (2 months)

Market Gravity, London
Freelance Senior Product Designer

Project:

Working closely with the client (a challenger bank) in a small incubation and market research agency, I helped to define a secret fintech MLP (minimum lovable product) aimed at SMEs. The task involved sketching, Post it noting, Azure RP prototyping, UX/UI design as well as a little bit of branding for a banking iphone app.

Reference: Andy Philippou, Operations Manager

November 2015 - December 2016 (2 weeks)

Albion, London
Freelance Senior UI designer

Project:

Working on the user interface design for a secret responsive web application (with some nice AI) for Compare The Market. Agile delivery.

Reference: Jon Bromley, Programme director

June 2015 - October 2015 (4 Months)

Sapient Nitro, London
Freelance Senior UX/UI designer

Projects:

UX/UI design for 2 agile product development projects

1. Fidelity iPad app
2. RBS/NatWest retail iPad app

References: Wolfgang Mertzer, Sapient Senior UX, Brian Cooper, RBS Head of UX

May 2015 (1 week)

Territory Studio, London.
Freelance Senior UX/UI designer

Project:

I worked on the visual design for the Softrock Oil responsive website. A rebrand and making the site work on mobile and tablet.

Reference: Lee Fasciani, Creative Director

Skill summary

User Interface & User Experience Design
Interaction design
Interface interaction animation/motion and transitions.
Branding, Product design,
Native app design (iOS and Android)
Responsive web design.
Mobile user interface
TV user interface

Qualifications

2007

Introduction to Product Design,
Short Course, Central Saint Martin, London

1996 - 2000

BA (Fine Arts) Information Design,
University of Pretoria, South Africa.

Software knowledge

Design & Motion:

Sketch (+Zeplin)
Principle
Framer
After Effects
Photoshop
Illustrator
Indesign

Wireframing & Prototyping:

Sketch
Principle
Framer
Invision
Axure RP
Balsamiq Mockups
Sharpies, paper & post it notes

Coding:

Javascript/Coffeescript (intermediate)
Framer
HTML, CSS3
Github

CMS:

Wordpress

March 2015 - May 2015 (4 weeks)

5K, London

Freelance Senior UX/UI designer

Projects:

I worked on 2 financial projects.

1. An international online banking product for a large UK bank. Interface design, Iconography and branding for the agile project.
2. A car dealership iPad app for a financial institution, I helped out on interface design for this agile project.

Reference: James Bracher, Design Director

June 2014 - February 2015 (8 months)

Albion, London

Freelance Senior Product Designer

Project:

UX/UI design for 2 large client projects for Lebara mobile

1. a Mobile messenger app for iOS and Android. (Whatsapp Viber-esque)
2. a Movie rental cross-device app (Phone, Tablet, iOS and Android) as well as a responsive website.

Reference: Sam Andrews, Project lead.

March 2015 (1 Week)

Splendid Unlimited, London.

Freelance Senior UI designer

Project:

Visual design for a pitch for a mayor refresh of a dated Douglas Gordan upmarket property site. a Brand refresh, new functionality and a responsive makeover.

Reference: Gareth Ingram, Creative Director

June 2013 - April 2014

NPTV (Startup/agency) London.

Senior UX/UI designer

Responsibilities includes:

UX & UI design for cross platform video-centric connected TV applications (TV, Tablet & Mobile).

Reference: Bruce Collingwood, Head of UX.

January 2012 - April 2013

Piksel (formerly Ioko365/Kit Digital), London.

Product/UX designer - Product Development

Responsibilities included:

UX design (wireframing, prototyping, information architecture) for a video centric, multi-device experience (Phone, Tablet, PC/Mac, Xbox and Connected TV) a Pay-per-view and subscription based online movie rental service, which includes catch-up and live TV. UX design for other online platform admin tools for example a CSR portal, Video CMS and a Recommendations/Personalization system. The platform was sold to Sky as a SaaS service, Italy and UK.

Reference: Alfie Kirkpatrick, SVP Product Management, Piksel

August 2009 - January 2012

Kit Digital, London

UX designer (Contract) - Product Development

Responsibilities included:

UI & UX design for video centric websites as well as content management systems
UI design for mobile & tablet.

Reference: Kieran Bresnan, Head of Development

Interests

Professional:

User and customer research, UX design, Mobile apps, Responsive design, Prototyping, Animation, Interaction design, AI, Gadgets, Technology, Framer, VR, Self driving cars

Recreational:

Street art, Drawing, Photography, Hiking, Running, Cycling, Art, Music/Gigs, Tennis, Travel, Food, Investing and trading stocks, Crypto currencies

March 2004 - August 2009

Narrowstep (Tech startup agency) & Sportshows TV, London.

Senior designer

Role:

User interface and experience design for internet tv VOD sites, web design, Motion GFX, 3D animation, Basic video editing.

Reference: Iolo Jones, Founder, Narrowstep

Feb 2003 - Feb 2004

Freelance design, London.

Working on various freelance web projects.

Jan 2002 - Feb 2003

72pt Interactive, South Africa.

Founded and operated a South African based design agency.

Role:

Networking and sourcing clients; Marketing and Advertising; Client presentations; General admin; Art directing & Project management; Conceptualising creative work; Interaction design and 3D visualization. Print design, Repro, Web design and development

April 2001 - Dec 2002

Graphicor, Johannesburg, South Africa

Multimedia designer

Role:

Web design; Interface design; Interactive CD-ROMs Motion graphics, Minor copywriting. Conceptualizing creative work; Storyboarding; Concept presentations

Reference: Brenda Hofmeyer, Creative Director, Graphicor.

Feb 2001 - March 2001

Freelance design

April 2000 - Jan 2001

Digera Marketing and Advertising , South Africa.

Junior digital designer

Responsibilities included:

Conceptualizing creative work; Storyboarding; Concept presentation; Interactive CD-ROMs, Print design; Web design; Multi-media design; 3D illustration & animation.

Reference: Magnus Rademeyer, Managing Director, Afrigis