

# William Philipps

**Location:** London, UK  
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Open to remote work

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## EDUCATION

### **CareerFoundry** (2022-2023)

UI Design Programme  
certification; front-end  
development specialisation  
module

### **University of Edinburgh** (2006-2010)

MA Hons, French and Italian  
Literature, Grade 2:1

## SKILLS & TOOLS

UI and UX design	Figma
Visual design	Adobe XD
Branding and style guides	Photoshop Balsamiq
User research	
Copywriting	

## LANGUAGES

English native; Chinese,  
French and Italian limited  
working proficiency

## INTERESTS

### **China experience**

Lived and worked in China  
for six years; Mandarin  
speaker (HSK Level 5).

### **Language teaching**

TESOL-qualified (Trinity  
College London) language  
teacher with two years  
experience.

## ABOUT

### **UI/UX designer with a creative agency and tech education background.**

Experienced at brand building, developing marketing campaigns and managing project delivery teams. Driven by aesthetic-led design that combines visuals and storytelling to create meaningful, effective work.

## DESIGN PROJECTS

### **UI Design at CareerFoundry** | London (2022-2023)

- Project-based online UI training program with a focus on design theory and tools, user experience, mobile app design and branding.
- Developed a portfolio including a responsive web app that lets users find quality food and drink venues nearby. Applied user-centric design principles, conducted research and testing, created personas, wireframes, interactive Figma prototypes and final product UI.

## WORK EXPERIENCE

### **Account Director at Decoded** | London (2019-2022)

- Marketed and managed delivery of digital learning programmes for global organisations, including UBS, Citibank and M&S.
- Developed brand guidelines and style guides, designed digital product marketing collateral, pitched and sold programmes at scale.

### **Strategist at Ogilvy** | London & Beijing (2015-2019)

- Developed and executed marketing campaigns with cross-functional creative teams for clients including HSBC, British Airways and Twitter.
- Created award-winning British Airways' 'Flying the Nest' campaign in China (In2 SABRE award: advertising category).

### **Senior Editor at Urbanatomy Media** | Beijing (2013-2015)

- Pitched and wrote features about arts, culture and lifestyle. Commissioned stories, edited magazine sections and copyedited submissions.
- Freelance work published by CNN, Slate and NewsChina; interviewed for TV and radio by CNN, BBC News and NPR.