

## Overview

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UX design lead with 15+ years integrated creative, technical, UX design development and digital marketing expertise.

Currently Senior Visual Designer/Product Designer (UI) with EE/BT. Client experience to date working with Virgin Media, Lego, NHS, Emap, Globe-Trotter and C&W. Expertise working with B2B and B2C businesses and digital agencies from fashion-to-finance.

Skilled in user-focused website UI/UX design, branding, e-commerce, iOS mobile responsive design and prototyping.

A team player who works collaboratively with design, brand, development teams and stakeholders from initial briefing through to final completion of projects, delivering high-quality user-focused digital designs and on-brand solutions.

Results driven and thrives on working within a fast-paced agile digital project development environment, both agency and client-side. Project and team management experience with excellent communication and client-facing skills.

## Skills

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**UX Design** - Concept scamps, wireframes, visuals, user-journeys, customer insights, experience design storyboarding.

**Brand Development** - Corporate identity, brand development, art direction, content production, guidelines, advertising.

**E-Com** - AEM/Hybris, WordPress & WooCommerce, Squarespace, Shopify, product knowledge, catalogue creation.

**Software** - Sketch, Photoshop, Illustrator, Fireworks, XMind, Omnigraffle, Balsamiq, Axure, MS Office, Pages, Keynote.

## Experience

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### EE (BT Group) | Senior Visual Designer/Product Designer (UI)

April 2015 - Present

UI/UX Designer with a primary goal on creating the strongest and most intuitive online experience for 20m+ customers. Senior product manager, stakeholder and team management design experience. My role is focused on maximising conversion and website performance to ensure customers have the optimal online sales and digital service experience.

### EE | Senior User Experience Designer

Jan - March 2015

Senior designer responsible for creating customer digital experiences across all EE digital channels with a focus on engagement, service and persuasion to increase conversion, website performance and customer retention.

### Ben Slawson | Senior Brand and UI/UX Designer

October 2014 - Jan 2015

UI/UX freelance industry experience working with clients from fashion-to-finance. Website UI and software application creation, iOS, mobile platform development and responsive user-experience focused design.

### Digital Brand Creative | Senior Brand and Digital Designer

November 2009 - October 2014

- Digital design, UX, creative direction and delivery of web projects within Fashion/Music/Financial and Lifestyle sectors
- Front-end website design and UI development focusing on WordPress design customisation and feature development
- E-Commerce, content creation and digital development support for agency clients and luxury fashion brands

### Vision with Technology | Art Director & Creative Director

February 2006 - September 2009

- Creative direction of brand and digital client projects within design, technology, financial and publishing markets
- Managing strategic project direction, design and development teams, budgets and delivery of projects
- Art direction, UX, marketing, advertising and PR, new business development

**WGSN** | Trends Graphic Designer

January 2005 - February 2006

- Trends/Think-Tank directory redesigns. Designing and developing UE and web content solutions
- Creating online graphic and CMS content for Trends and Think Tank fashion and style directories
- Communicating with editorial staff day-to-day to update directories and complete website redesigns

**Ben Slawson** | Freelance Web Designer

January 2002 - Sept 2004

- LEGO UK consultancy for UX and restructuring of web content
- New Brand Vision website graphics and marketing material

**LBI** (Ion Global) | Senior Design Associate

August 2000 - November 2001

- Cable and Wireless and NatWest Business Banking brand work
- NHS+, Regus and Kirsch Furnishings pitch work

**Wax New Media** | Digital Designer

May 1998 - June 2000

- Lucozade Tomb Raider web viral banner campaign design
- Agent Provocateur, First Sport and Blacks UK website design development
- Lee Jeans flash e-card development.
- Channel 5, Thunderbirds and Ribena website pitch and project work

**Qualifications**

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**London Guildhall University** | BA Design Studies Degree (2:1)

Coca-Cola, Boots and The Conran Shop industry briefs completed as part of a commercially focused design, marketing business and advertising degree.

**Loughborough College of Art and Design** | Graphic Design National Diploma (Merit)

Graphic design course focusing on design for print and brand communication.

Client and Agency Experience

**Virgin Media Business / LEGO / Euro RSCG / Random House / WGSN / Lee Jeans / Mackintosh / NUS / Globe-Trotter / Blacks C&W / Sudler & Hennessey / Reason / NHS / The Cube London / Vision with Technology / New Brand Vision / Wax New Media**

**Achievements**

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**Random Random House Publishing** website design and UX for The Good Pub Guide.

**EMAP/WGSN** FMCG brand, graphic design and website project development.

**Cable and Wireless** photo shoot assistant art director for b2b marketing campaign.

**Channel 4** TV show e-millionaire screening website design project work.

**Channel 5** Thunderbirds website client-winning digital agency concept work.

**Contact**

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**References**

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Available on request.