

Alex Conner Creative

Curriculum Vitae

Lead UI/UX Designer

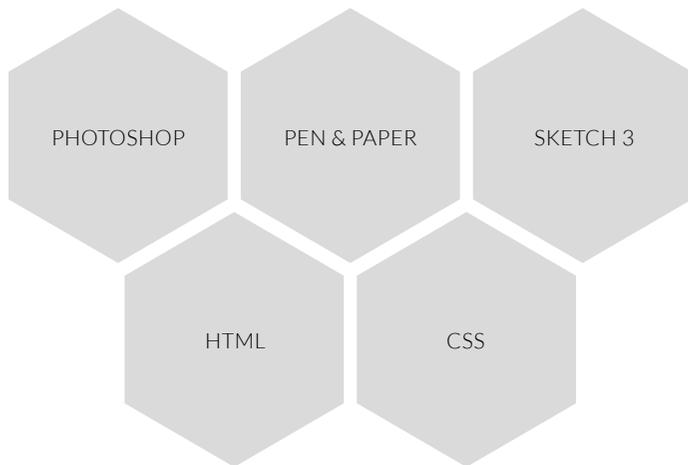
07702 183490 | conner.alex@gmail.com | www.alexconner.co.uk

About me

I'm a seasoned UI/UX Designer driven by curiosity and motivated by the prospect of creating and delivering stunning experiences and visual design to solve real world problems.

I have extensive experience leading design projects across the entire product lifecycle, from research through to pixel-perfect visuals.

Along the way, I've been fortunate enough to work with companies such as John Lewis, Lloyds Bank, Ford and HSBC.



Key skills

- Empathising with users through interviews, focus groups, questionnaires to gain insights and understanding for who I am designing for.
- Synthesise research insights and define project scope and a design strategy
- User-centered approach, solving problems for real people and validating business requirements through user testing.
- Creating key UX deliverables including user personas, user testing results and journey maps
- Ideation and conceptual design experience, including brain-storming, creating scamps and sketching ideas
- Translating concepts into user flows, wireframes, mockups and prototypes that lead to intuitive user experiences.
- Advanced skills in creating pixel-perfect visual designs
- The ability to manage a number of projects for multiple clients and for which I am the primary designer, taking full responsibility for the design from initial research through to delivery as well as managing and mentoring a team of creatives
- Excellent written, verbal and demonstration skills including the confidence to present ideas and concepts to key stakeholders and senior members of an organisation
- Close collaboration with Product Managers, Product Owners, Engineering teams and Copywriters
- Keeping up to date on the latest UI/UX trends with a passion for User-Centred Design
- Experience of working in an Agile work environment
- High proficiency in software such as Sketch and Axure as well as creating rapid prototypes in Marvel and InVision.
- Hand-coding HTML and CSS

Work Experience

Alex Conner Creative

Contract Lead UI/UX Designer

January 2012 – Present

Some of the key projects I have worked on include:

Lloyds Bank

Contract Senior UI/UX Designer

I am currently based within the Commercial Banking arm where I am working on a CRM application redesign.

The new application, which will be used by Lloyds' Relationship Managers, is a responsive solution. It has been designed mobile first but with a heavy focus on tablet. It focuses on managing client appointments, tasks, enquiries, deals, communication and documentation.

User research was conducted through interviews, observation, competitor research and a UX audit of the current solution. I am prototyping in Axure, Sketch & InVision and validating through frequent user testing in a formal testing environment.

John Lewis Finance

Contract Lead UI/UX Designer

Working in the Financial Services department as part of a large rebrand project. I am creating a new hub site for all of the financial services products as well as the user interface for the application and service journeys of the Partnership credit card and an app for iOS and Android.

I am responsible for creating the complete digital design language for John Lewis Finance from concept through to delivery. This includes creating the concepts and wireframes, running user-testing sessions, presenting to key stakeholders and senior management, creating interaction prototypes along with pixel-perfect designs and style guides for development.

EY-Seren

Contract Lead UI/UX Designer

I created user journeys and flows for a government client in Saudi Arabia.

Isobar

Contract Senior UI/UX Designer

I worked on a responsive redemption website for Kelloggs which also included a CRM, social and OLM campaign. I was one of two senior designers working alongside an ACD and copywriter. I brainstormed ideas, created page layouts and solved design problems so the product would appeal to both young children and parents.

TBWA\MAL

Contract Lead UI/UX Designer

I worked on a range of experimental design ideas and concepts using new technologies such as Motion Leap, Makey Makey and Xbox Kinect as well as animating using After Effects.

Fathom

Contract Senior UI/UX Designer

I redesigned the HSBC call centre user interface. The role included brain-storming ideas in workshops, creating wireframes and the visual design concept as well as overseeing the design output of a production agency. I was based in both London and Miami, Florida.

Hive

Contract Senior UI/UX Designer

I created the visual design for a range of iPad apps, interactive screens and responsive websites for the healthcare industry.

John Lewis

Contract Senior UI/UX Designer

I was based in the Tactical Design team where I managed design enhancements across the John Lewis website in an Agile environment creating tablet-first, UX-focused design.

LBi

Contract Senior UI/UX Designer

I created a responsive visual design for the Nissan website while working in an Agile team for mobile-first, UX-focused design.

Publicis London

Contract Senior Digital Designer

I worked on ad campaigns for Renault, Dacia and Plenty.

Razorfish

Contract Lead UI/UX Designer

I was part of the launch team for the BlackBerry Q10 device and the Porsche Design device. I created user journeys, flows and visual design for mobile and desktop.

AKQA

Contract Senior Digital Designer

I worked on the Love Gold account.

Blackberry

Contract Lead UI/UX Designer

I was the Lead Designer for the launch of the BlackBerry 10 OS, Z10 and Q10 devices. I created user journeys, flows and visual designs for both mobile and desktop.

Ogilvy & Mather

Contract Senior Digital Designer

I created a digital presentation for Unilever.

Zone

Contract Senior Digital Designer

I produced layouts for web pages, Facebook skins and iPhone apps. My clients included Scouts, Nike Foundation, Diabetes UK and Alcohol Concern.

Sapient Nitro

Contract Digital Studio Manager & Digital Designer

This role focussed on improving and monitoring the work processes and procedures of the digital studio, as well as managing a team of designers and digital art workers. I oversaw all digital output from the studio for clients including Sky, Lucozade and GSK.

Ferrier Pearce Creative Group

Studio Manager – Web Designer & Front-end Developer

January 2008 – October 2011

I managed the studio - comprising ten designers - and oversaw all aspects of the creative process, from monitoring workflows to supervising the team for both print and digital projects. I was instrumental in developing the studio's digital arm. Additionally, I was responsible for the front-end development of various websites using HTML, CSS, Flash, basic JavaScript and JQuery.

Living Group

Designer & Flash Designer

January 2007 – December 2007

The role was split between digital and print and produced artwork for a range of clients in the financial and professional services sector including Ernst & Young, ING Group & Aviva Investors. I created Flash animations for banners, websites and conferences. I also helped to typeset text-heavy brochures and reports for print and screen, taking existing design concepts to a final visual stage. Additionally, I liaised with clients and suppliers and project managed processes from initial brief through to print.

LPM

Designer

March 2005 – January 2007

Cedar Communications

Junior Designer

July 2000 – March 2005