



CV

Summary



I'm a senior UX/UI designer with a focus on UX and have been contracting for about 11 years in the UX space. I've worked mainly in Telco (EE, Vodafone, Telenet, BT Enterprise, BT Consumer & Virgin media O2), Automotive (Volvo, Nissan, Mitsubishi, Ford & Peugeot), Betting & Gambling (William Hill, Ladbrokes Coral & Pokerstars), E-commerce (Everything Managed, Frasers Group & Wiggle) & whilst doing so I've worked for a number of agency's such as: Wunderman Thompson, AKQA, Mindshare, Brilliant Basics & Critical Mass throughout the UK and Europe. I'm regularly involved with competitor analysis, qualitative & quantitative research, user testing, ideation, problem solving, UCD, wire-framing, creating user flows and site maps, prototyping, design sprints, design thinking, visual design & carrying branding. I also design inclusively and keep an eye on accessibility to minimum AA standards. Some of the tools I use are as follows: Figma, Sketch, Axure, Adobe CS, Miro, Zeplin & Invision.

Last 10 contracts

01/23 - 07/23_Everything Managed_Remote (Outside)

UX/UI Designer

Working on the 'Waste Managed' side of the business required to create a new customer portal where users can manage their services, get help, contact us etc... Working in Figma creating a scratch design system with flexible components shared with a team of contractors: 2 FED's, 2 BED's, another designer, relevant stakeholders, PM & BA. Alignment of styles with marketing and component collaboration. Initial wire framing, prototyping and then fully fleshing out the UI creating prototypes across breakpoints ready for user testing and completing the experience.

- Gathering requirements from relevant stakeholders defining the UX
- Creating a scratch design system in Figma defining grids, fonts styles, components etc...
- Designing and working up a new enterprise space customer portal as MVP, creating content & defining the UX & UI
- Creating a data heavy broker facing portal looking at graphs & data tables for immersive UX
- Creating responsive screens prototyping all view ports, mobile first, test ready
- Wireframes, UI design, prototyping & preparing for user testing
- Writing user testing script and carrying out UT interviews on Teams then presenting findings back
- On-boarding for the portal, informing the user following the SAAS checkout flow and then logging in scenarios
- Tablet & mobile screens for checkout flow

12/22 - 01/23_Virgin Media O2_Remote (Inside)

UX/UI Designer

Working in the 'Retentions' squad offering customers new deals to retain their custom and making it easy for them to cancel digitally. Working with a BA and independently creating a user flow and collating and adjusting existing screens in order to create the required flows ready for testing. All work done in Figma, using design system and auto layout.

- Creating a user flow and collating screens to make flows for prototyping
- Wireframes, lean UX using components, prototyping & preparing for user testing
- All work done in Figma, using design system, auto layout etc...
- Working with devs and checking work for accessibility issues

08/22 - 10/22_Wunderman Thompson Commerce_Remote (Outside)

Senior UX Consultant

Working on the Ford automotive account, analysis of a site audit, responsible for then researching 'VLPs', wire-framing a new hifi 'VLP' for the new Mustang Mach-E and then stitching together a large prototype including a new configurator and checkout for buying vehicles online. All work carried out in Figma. Full end to end buying journey for user testing & analysis of such.

Anthony Ford Senior UX Specialist

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Southampton Institute_HND

Graphic Design & Illustration

South Trafford College_ND

Design Communications & Illustration

St. Patrick's RC High School_9 GCSE's

Including Math's & English



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- Creating a large start to finish prototyped buying journey for a new electric vehicle
- Research, wireframes, prototyping & user testing
- Carrying out user testing sessions with 12 candidates 6 UK & 6 German on Teams
- Analysis of user testing collating findings with relevant video reference points

02/22 – 08/22_**BT**_Remote (Inside)

Product Designer

Working on the consumer side of the business and in the manage my identity squad. As part of a team including a content designer, developers and testers and user researcher's, responsible for all UX and UI designs for a new profile page for EE customers. Using Figma and relevant libraries as the main tool. Mobile first, responsive web & app specific designs.

- Creating user flows for a new EE profile page so users can edit personal information etc
- Mobile first, responsive web & app specific designs, working with 2 flutter devs
- Research, wireframes, branded visual design, liaising with dev until sign off
- User testing sessions with the UR analysis on Mural boards and iterative improvements to follow
- Design sprint for managing a 'household'
- All work done in Figma, using design system, auto layout etc...

11/21 – 02/22_**Mindshare**_Remote (Inside)

UX Designer

Researching good UX examples of possible configurators and dashboards that we could well gain inspiration from in order to better visualise tabular results at different levels. Evaluating the 'reckon' tools and meeting with the stakeholders behind them, gaining insight & catching proposed improvements whilst trying to reimagine 'reckon' as a forecasting tool. Using Figma for wires, prototyping & visuals.

- Reimagining existing data heavy web apps, data visualisations.
- Low fidelity wireframing & prototyping in Figma
- Hi fidelity finished data visualisations, dashboard, graphs etc...
- UX point of contact for software development team

10/21 – 11/21_**Wiggle**_Remote (Outside)

Senior UX Designer

E-commerce project redesigning wiggle's white label site for MVP. Working in a team with a UX researcher, Valtec PO's & UI designers. Using Axure, checking files in and out.

- New 'my account' section & responsive designs including new headers & footers as Axure components
- Collaboration and ideation using Miro boards then all UX designs in Axure team edition

09/21 – 10/21_**Furthermore**_Remote (Outside)

Senior UX Designer

A short 4 week contract working on a type of intranet called 'the Hub' clients such as HSBC etc. Redesigning tabular results from search including meta data. Looking into how search performs and the results that are returned and how they are displayed.

- Creating a new search flow reviewing results including meta data and how everything is displayed
- Redesigning tabular results creating various options
- Reviewing user testing to make informed design improvements & proposals
- All work carried out using Figma & Sketch

07/21 – 09/21_**Frasers Group**_Remote (Inside)

Senior UX Designer

UX input for a new redesign for Jack Wills fashion brand and single page checkout review for Lilly Whites & Flannels. All design work done using XD & Figma, mobile first.



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- Reviewing headers, footer, mega nav & search designs for a recent redesign for Jack Wills
- Single page checkout review for Lilly Whites & Flannels, mobile first designs
- Working in both Adobe XD then migrating to Figma

05/21 – 07/21_**Publicis Sapient**_Remote (Inside)

Experience Lead

Working on an automotive project for their client Nissan project is under NDA.

- Competitor analysis and research
- Discovery phase using Mural & Miro boards
- Redesigning an owner's portal for Nissan owners
- Creating a new flow for VLP to configurator & creating configurator light
- User testing & analysis feedback
- Regular checkins & ideation meetings

08/20 – 05/21_**EPAM Systems**_Remote (Outside then Inside)

User Experience Designer

Working directly with BT & EE and integrated into the SME Help & Support squad, responsible for all UX & UI requirements in order to make improvements to existing pages and redesigns. Agile working closely with PO's, content & copy writer. Using Axure & Figma. Daily stand ups & regular calls for both UX and UI alignment across squads.

- Redesigning the B2B help & support pages including contact us for both BT & EE
- Aiming to reduce calls and call waiting times with a digital first approach
- Looking at Adobe analytics & prior research and user testing in order to make design changes and improvements
- Some prototyping in Axure & using existing and bringing in new branding using Figma
- Research, wireframes, branded visual design, liaising with dev until sign off
- Looking at accessibility & compliance to WCAG standards

Previous experience

07/20 - 08/20_**Maverick Group**_Remote

//**Product Designer**

02/20 - 02/20_**Engine Group**_London

//**Senior UX Designer**

07/19 - 11/19_**AKQA**_Remote

//**Senior User Experience**

05/19 - 07/19_**Virtusa**_London

//**Lead UX Designer**

02/19 - 04/19_**Brilliant Basics**_Belgium

//**Senior User Experience Designer**

12/18 - 02/19_**Pokerstars**_London

//**UX Designer**

10/18 - 12/18_**Brilliant Basics**_Belgium

//**Senior User Experience Designer**

08/18 - 10/18_**AKQA**_Gothenburg

//**Senior User Experience Architect**

06/18 - 08/18_**Critical Mass**_London

//**UX Designer**

05/18 - 05/18_**Summit Media**_Warwick

//**UX Consultant**

08/17 - 03/18_**Ladbroke's Coral Group**_London

//**UX Designer**

06/17 - 07/17_**IBM IX**_Hull & London

//**UX Designer**

04/17 - 06/17_**ICAEW**_Milton Keynes

//**Senior UI Designer**

02/17 - 04/17_**Sagittarius**_London

//**UX Designer**

06/16 - 12/16_**BAE Systems**_London

//**UX Designer**

01/16 - 06/16_**William Hill**_Gibraltar

//**UX Designer**



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09/15 - 10/15 **Intelligent Gaming**_Manchester
//UI Designer

03/15 - 04/15 **Nitrogen**_London
//Digital Designer

09/14 - 10/14 **Lipsy**_London
//Responsive Front End Development

04/14 - 05/14 **Page Visions**_London
//UX/UI Designer & Developer

02/14 - 03/14 **Schawk**_London
//Responsive HTML Email Developer

10/13 - 11/13 **The Hive Group**_London
//Front End Web Designer

11/12 - 07/13 **Apps4**_Manchester
//UX/UI Designer

05/12 - 06/12 **AS&K**_London
//Front End Developer

02/12 - 03/12 **Design Motive**_London
//Web Developer

12/09 - 08/11 **JD Williams**_Manchester
//Front End Web Designer

08/05 - 02/09 **InterGame**_Oldham, Manchester
//Graphic Designer

01/02 - 12/03 **Varn International**_Manchester
//Junior Designer/Marketing Assistant

04/15 - 09/15 **EE**_London
//UX Designer

10/14 - 03/15 **Estates Gazette**_London
//UX Designer

06/14 - 09/14 **truRating**_London
//UX Designer/Developer

03/14 - 03/14 **Involve**_London
//Responsive Front End Development

11/13 - 01/14 **Cirrus Connect**_Wilmslow
//Front End Web Developer

07/13 - 09/13 **Connect 2 Media**_Manchester
//UX Designer & Web Developer

07/12 - 10/12 **Redworks**_Manchester
//Digital Flash Designer

03/12 - 04/12 **Isobar Mobile**_London
//Front End Mobile Developer

09/11 - 02/12 **Criteria MX**_London
//Front End Web Designer & UI Designer

03/09 - 12/09 **Freelance**_Manchester
//Freelance Designer/Web Designer

08/04 - 08/05 **Washington Print**_Manchester
//Designer/Artworker

1997 - 1998 **Image by Joseph**_Manchester
//Junior Designer