



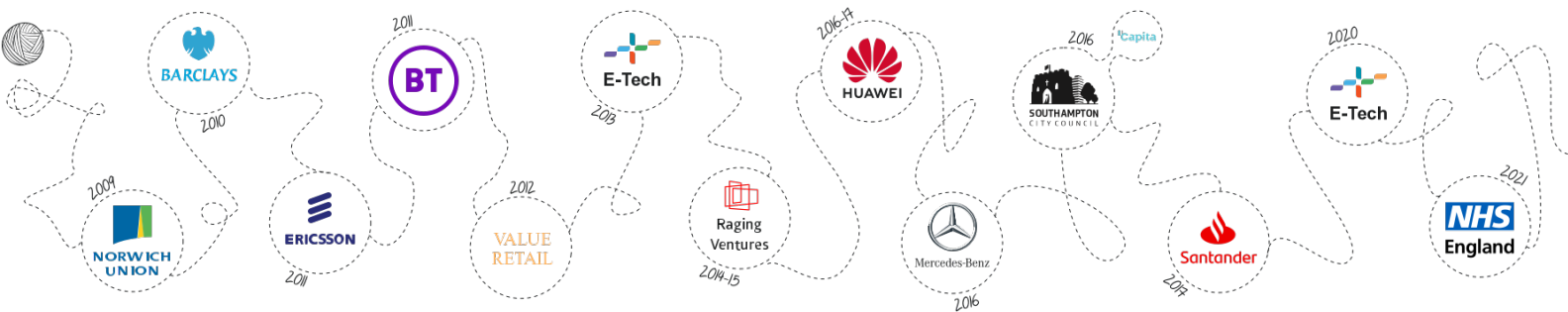
About Me

I'm a Senior UX/UI designer and started my design career back in 2008. During those years I have worked in several sectors such as **Health, Banking, Local Government, Telecom, Automotive, Technology & Automation** and **Retail**. I have broad in-depth knowledge of working with user-centred design, interactive design, moving media, visual effects, and branding with personal, business, corporate, and enterprise clients.

I have solved & built complex and successful design systems, user journeys, prototypes, and high-fidelity interactive designs for all my clients and pride in providing the best development and guidance to the built and the test processes.

I always dedicate 100% to my projects and bring hands-on experience within the agile Scrum/Kanban environment and strive to lead by example.

As an artist, I always visualise my project to its completion, end-user satisfaction, and competitive robustness.



Employments



NHS England [London]
Digital UX Designer (Digital Transformation)
Aug 2021 – Present

I have been working within the NHS since 2021 for their Bowel Cancer Screening System (BCSS), as well as for Lynch Syndrome. BCSS is a legacy screening system since 2006. My objective is to bring BCSS into the 21st century, by simplifying its user journey, applying dynamic user experience, keeping it user & patient-centred, as well as to improve its diagnostic process turnaround. To understand the current system's pain points and future expectations; I am user-researching directly with the Laboratory Assistants, General Practitioners, and Hub Managers, as well as key stakeholders etc.

Mainly, I have been working on 4 main areas as follows:

- Built a (non-existing) responsive design system from scratch by adhering to the NHS as well the Gov. design guidelines and principles.
- BCSS Subject (a.k.a. Patient) Search Dashboard
- BCSS Send a Kit
- BCSS overhaul & transformation



E-Tech Solution [London]
Senior UX/UI Designer (Digital Transformation)
Aug 2020 – Aug 2021

I have worked with E-Tech Solution for one of their major **fintech (Banking)** clients to digitally transform two of their products. Managed and liaised with the design, development and testing team for the new & modernised user journey, effectively acted as a design scrum master for the digital transformation product road map.



Santander UK plc [Milton Keynes]
UX/UI Designer
Jun 2017 – Dec 2019

As part of Santander, I have been involved in both internal and external (customer-facing) projects with interactive UX/CX flows, user stories, static and interactive low-fidelity mockups, developer guides as well as pixel-perfect final UI designs for the development phase. I was constantly interacting with the product owners, stakeholders, engineers, researchers, managers, developers and testers during and after the built life-cycle of the projects. I used all available resources while defining and implementing best practices in usability testing and maintaining documented evidence in an auditable format.

To bring vibrancy within the fintech services, for the first time within Santander I have proudly introduced the colourful scalable vector Java animations within the corporate banking native app as well as for the desktop services.

My primary approach within Santander was to comply with all my projects according to the **Government Design Principles** and **Google Material Design** strategies.

A few of the main projects which I have worked on were:

- **Open Banking** - AISP – Account Information Service Provider (External)
- **Open Banking** - PISP – Payment Initiation Service Provider (External)
- **Corporate Banking** – Greenfield project for the *Connect* mobile app for corporate clients (External)
- **Corporate Banking** – Digital transformation to the latest standards (External)
- **Master and Visa card** – Digital transformation for the Authorisation Console for a desktop enterprise solution (Internal)



Southampton City Council [Capita Plc] [Southampton]
UX/UI Designer
Jun 2016 – Dec 2016



I have worked as a UX/UI Designer with the Southampton city council local government under Capita Plc (Digital Transformation). My responsibilities here were to modernise various areas of their online portal, including residential & commercial User Dashboard, Fostering Dashboard, user request forms and internal business support portal.

I aimed to challenge the existing customer journeys, simplify the interactive user experience and reduce the operating cost.

I have created & compiled an easy-to-follow Style Guide for the engineers, developers and testers to maintain consistency for all the Southampton local government projects. One of the important aspects of all the projects was to enable the user to achieve all the services through retina-ready mobile devices, hence all the designs are initially based on the mobile journey at first.

My approach for all the interactive designs were in the following order: Audience definition, user requirements, sitemap, user experience, storyboard, wireframes, and finally the pixel-perfect user interface.

Capita was delighted to have been shortlisted in the [2017 MCA Awards](#) for the work with Southampton City Council. The digital transformation programme was a finalist in the Digital & Technology category.



Mercedes-Benz [London]
Interactive Designer (UX/UI HTML Animation)
Feb 2016 – May 2016

This project was to create an interactive user experience for the advertising campaign of Mercedes-Benz's two new commercial vans (Sprinter and Citan).

I was in charge of creating the User Journey, Mockups, Animations and then the final hi-fidelity User Interface for the online interactive banners in several different dimensions for both the categories and to make them compatible with Flashtalking for Mercedes-Benz's upcoming 2016 advertising campaign. These banners had to be responsively compatible with any (retina-ready) mobile device as well as tablet.

Adobe Edge Animate, Adobe After Effects, Redgiant Trapcode Particular, Adobe In-Design, Adobe Photoshop, and Adobe Illustrator are the main tools I have used.



Huawei Technologies [London][China]
Lead User Interface Designer
Oct 2015 – Feb 2016

I have worked with Huawei Technologies on their Learning Management System (LMS). My assignment was to completely transform and modernise the customers, employees and enterprise partner's user experience for their global internal training module. I have used Balsamiq, Sketch, Zeplin and Axure for the user journeys, storyboard and Lo/Hi-fidelity mock-ups, then finalise through Adobe Creative Suite for the development team.



Raging Ventures Ltd. [London]
Lead User Interface Designer (UI/UX)
Mar 2014 – Sep 2015

Raging Ventures Ltd. (RVL) operates in two diverse online segments – Online Dating and Collectors Marketplace Rareburg (formerly: Junkey). RVL has more than 70 dating portals in the UK, US, New Zealand, Canada, India, Philippines and Australia. As a Lead User Interface Designer, I have handled concept visualisation through paper prototyping or digital Lo/Hi-fidelity mock-ups, user journeys, created initial lo-fidelity concept designs for the advertising and marketing team, created the final working HTML prototypes, storyboard guidelines and retina ready responsive cross-platform PSDs for the developers. I was also responsible for all the necessary marketing material for the project such as competitor's research, high-converting web elements, logos, banners, Interactive HTML content, Adverts (Facebook & Twitter), email templates, advertorial sites, HTML5 transition-based animations & effects, interactive charts, survey polls, backend assets etc.



E-Tech Solution [London]
Digital Multimedia Designer (UX/UI)
Mar 2013 – Mar 2014

E-Tech consists of a collaborative team of qualified professionals who are committed to serving their clients with a unique personalised service. The company's core services are Portfolio (Project Management), Technology development & design, Accountancy (Finance & HRM) and Business process outsourcing. I have worked as a digital multimedia designer for web, moving & print media projects and I was responsible for user experience and user interface, which includes visualising the project through storyboarding, prototyping, user journeys, user experiences the hi-fidelity final product. I mainly used Adobe Photoshop CS6, Adobe Illustrator CS6, Adobe Flash CS6, 3D Studio Max, Webstorm, Axure, Sorenson and Bink packages.



Value Retail PLC [Oxford]
Digital Designer / UI Designer
May 2012 – Dec 2012

Value Retail PLC owns nine designer outlet villages across Europe. I have worked as a digital graphic designer for all of their online brands. I was responsible for extensive front-end designing & updating for all village's (multilingual) websites to portray the luxury appeal of the brands they sell. My work involved designing the interactive wireframe, mocking-up of any project on Axure / Photoshop to understand the result, web & marketing packs preparation using Adobe InDesign, 2D/3D modelling & animation, designing Flash banners, editing video viral, preparing microsites and email promotions, producing work in different languages for individual markets and collaborating with designers & programmers locally and other digital teams in all of the villages. I also ensured brand consistency and maintained the highest standards in design, usability and current best practices. Another main task in the company was to design the complete graphics material for the new village venture in China named Suzhou Village, which opened in the summer of 2013 within the coverage area of Shanghai, Beijing, Guangzhou and Hong Kong.



British Telecom [London]
UI Designer / Graphics Designer
Dec 2011 – Mar 2012

I worked for BT as a graphic web designer for their Conferencing section. I developed & redesigned artworks, project templates (GUI), website graphics and media content under strict DDA/HCI or accessibility-compliant standards. I also created 3D virtual storyboards, Flash-based banners, headers, course works, promotional demos, e-flyers, printed media and broadcasting campaigns, and training portals via periodic CD/DVD/intranet course modules. I was using various techniques including wire-framing, 2D/3D low-mesh modelling & animation halftone and vector-based material design, raw material and the growth scales calculation (project-based), 3D modelling, designing & animated illustrations by using Adobe Photoshop, 3D Studio Max, Adobe Dreamweaver, InDesign, Homesite, HTML, XHTML, CSS, Visual Studio, Adobe Acrobat, Adobe Freehand, Adobe Fireworks, Adobe Illustrator and Ms Access.



Ericsson UK Ltd. [Reading]

UI Designer

Jan 2011 – Sep 2011

Responsible for UI Interface/visual design participated and led the visual design of the web, developed E-learning and CD/DVD authoring by utilising usability guidelines and HCI documents for the project/product, their periodic enhancement and maintenance.

I was also responsible for updating banners, virals and themes for the websites and E-learning materials, creating visual interactive designs by using Adobe packages mainly Photoshop, Flash including action scripting, After Effect, Premiere and Particle Illusion. I also acquired extensive knowledge of importing and exporting information between documents on different platforms, as well as technical knowledge required for CMYK file formats for printers and service bureaus with sophisticated imaging systems. I liaised with analysts and other UI expert teams representing the clients whenever necessary to discuss their requirements via illustrative sketches, mock-ups or storyboards to better understand their demands. I mainly used the Adobe & (former) Macromedia packages to address client's needs. I worked in different environments including HTML, XHTML, DHTML, CSS2, and Ajax.



Barclays Bank plc [Poole]

3D Artist / UI Designer

Feb 2010 – Oct 2010

Worked as a conceptual and user interface designer for a web-based user customer evaluation tool, writing specifications for user interface implementation and carrying out the user interface development and integration till the final stage of writing texts and producing graphic design to supplement publications such as user manuals, report brochures, etc. I managed graphic projects from start to finish, taking briefs from clients, working to budgets, obtaining quotes, designing and overseeing final job print. The type of publications included posters, brochures, cards, logos, leaflets. I was also responsible for editing Barclay's full-colour magazine, exhibition panels and webpage graphics. I worked alongside professional photographers during new campaigns and product launches. I was also involved in broadcasting multimedia projects such as TV & Radio.

During my work at Barclays, I worked in various environments including HTML, XHTML, DHTML, CSS2, Ajax, OpenSTA, Gomez, some JUnit, Some JSP, XML, JavaScript, SQL, VB Script, MS VISIO, Some Oracle/ASP/ASP.Net, Visual studio, Firework, VSS, XML Spy and Adobe & Macromedia packages.



Norwich Union [Norwich]

Junior Graphic Designer

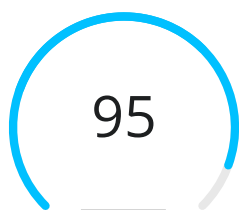
May 2009 – Dec 2009

I worked as a Graphic Designer, Story Board Designer and developed graphical assets for projects including redesigning of Norwichunion.com version 2009-10, JVP (Joint Venture project with Royal Bank of Scotland (RBS) & Natwest Bank), designing & testing company intranet, as well as the first build of Aviva website.

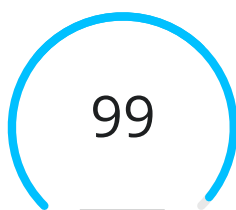
I was involved in the transformation of Norwichunion.com to Aviva in its layout (GUI) & design, portal project & other sub-sites of the company using HCI / DDA & usability guidelines. I also designed the storyboard layout for sister concerns such as RBS & Natwest Bank. I completed the prototype & implemented the real-world version as well with the full functionality including AJAX. In the intranet designing process, I completed the entire storyboard template, scenarios, concepts, prototypes, graphics, portability (extensive front-end work) & technical risk assessment work along with the proposed solutions.

During my work at Norwich Union, I also worked on several Adobe environments including Flash vector designing & Action Scripting, Adobe Photoshop CS, Adobe Premiere, Adobe After-Effect, Adobe Illustrator and 3D Studio Max.

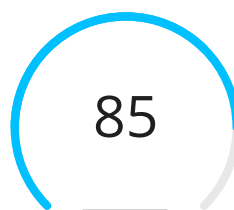
Technologies, Tools & Expertise



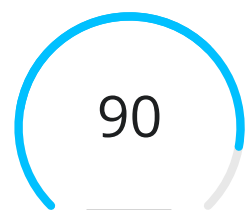
User
Experience



User
Interface



Moving
Media



Visual
Effect

<p style="text-align: center;">Graphics</p> <hr style="border: 2px solid blue; width: 100%;"/> <p>Adobe Photoshop CC, Adobe Dreamweaver CC, Adobe Acrobat Pro DC, Adobe Flash CC (Action Script 3 'basic'), Adobe Contribute, Adobe Illustrator CC, Adobe InDesign CC, Adobe XD CC, Sketch, Zeplin, Figma, Principle</p>	<p style="text-align: center;">Media Misc.</p> <hr style="border: 2px solid blue; width: 100%;"/> <p>Poser, X-Frog, Bryce 7 Pro, Sorenson Squeeze, Final Cut Pro, Adobe Soundbooth, Bink, Xillisoft</p>	<p style="text-align: center;">Moving Media</p> <hr style="border: 2px solid blue; width: 100%;"/> <p>Adobe Premiere, Adobe Media Encoder, 3D Studio Max, Autodesk VIZ, Cleaner, Corel Media Studio Pro 8, Corel VideoStudio Pro Ultimate, Corel MotionStudio 3D, Telestream Episode Engine, Lottie (Bodymovin)</p>
<p style="text-align: center;">Visual Effects</p> <hr style="border: 2px solid blue; width: 100%;"/> <p>Adobe After Effects, Redgiant Trapcode Particular, Boris Red, 3D Album Pro, Adorage ProDAD, Adorage Mercalli, Particle Illusion, PhotoGraphic Edge, Adobe Lightroom, Adobe Edge Animate CC</p>	<p style="text-align: center;">Web Editing</p> <hr style="border: 2px solid blue; width: 100%;"/> <p>Adobe Dreamweaver, XML Spy, MS Expression Web, App Sketcher, Macromedia Homesite, WebStorm, Adobe Muse, Adobe Edge Animate CC, Adobe Edge Reflow CC</p>	<p style="text-align: center;">Web Standards</p> <hr style="border: 2px solid blue; width: 100%;"/> <p>W3C, WAI (AAA), DDA, Usability, Accessibility, Section 508 [US], SEO</p>
<p style="text-align: center;">Branding</p> <hr style="border: 2px solid blue; width: 100%;"/> <p>Branding expert, Creative designs, Wireframes, Prototypes, Bootstrap, Liquid, Elastic, Static & table-based layouts, Adobe XD CC, OmniGraffle, Microsoft Visio, Balsamiq, Axure, Sketch, Zeplin, Figma</p>	<p style="text-align: center;">Markup Languages</p> <hr style="border: 2px solid blue; width: 100%;"/> <p>HTML5, XHTML, CSS2, & CSS3</p>	<p style="text-align: center;">IT Skills</p> <hr style="border: 2px solid blue; width: 100%;"/> <p>I maintain my workstations (macOS & Windows) and I am confident in using all major operating systems</p>

Experience and Skills

Web Design, UI and Site Architecture

- Project User Journey, main pages, UIs, logos, identities, annual reports, landing pages, conceptual sketches, mobile UX/UI
- User interaction forms with extensive data integration, Customer account dashboard
- Retina & 4K (UHD) ready desktop / tablet / mobile cross channel designs
- Collaborated with programmers, coders, copywriters, editors, designers, photographers, and other professionals.
- Pixel-perfect templates, developed guidelines and schemas from small company sites to corporate sites (database driven)
- Integrated dynamic media in page design: Flash, QuickTime, Director, and Streaming Media

Print / Web Campaigns

- Designed projects for print, including logos, brand identities, vector/bitmap designing, collateral, newsletters, annual reports, magazine ads, brochures, posters, trade show booth (Photoshop / InDesign)
- Practical understanding of RGB & CMYK colour tones
- Produced quality typography with high standards on typeface selection, kerning, leading and readability.
- Thorough understanding of the Artwork concepts for targeted audiences from the user and usability point of view

Multimedia/Digital Video/Motion Graphics

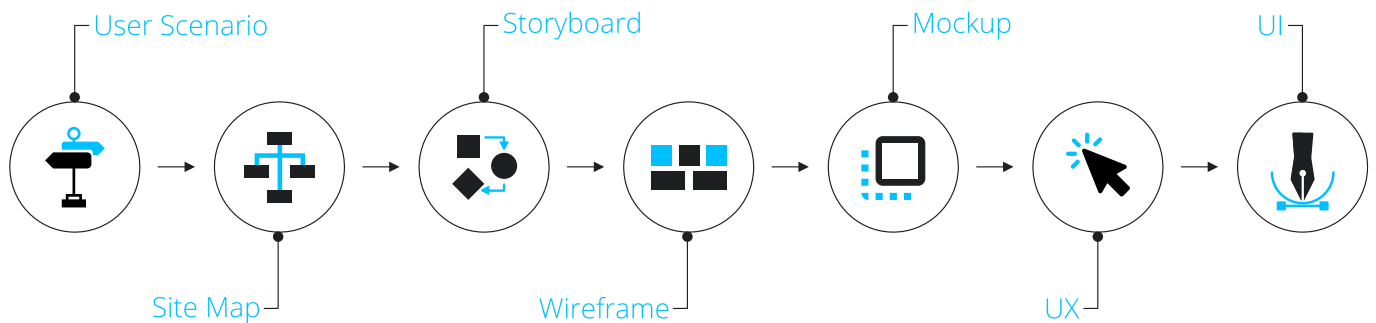
- Proud to introduce *Scalable Vector Graphic* (SVG) animations in Santander Bank Corporate Banking (Web and App)
- Produced and directed training videos, storyboards for CD-ROM, DVD, kiosks, documentaries and marketing SD/HD videos
- Collaborated with actors, writers, artists, directors, camera staff and other professionals
- Extensive knowledge of AVCHD (Advanced Video Coding High Definition) video decoding technology
- Edited and composed digital audio/video (Non-linear and Linear)
- Designed & rendered interactive navigation menus and UI for online interactive movies
- Gained knowledge of SD/HD/3D/4K (UHD) video formats and handling of video equipment
- Gained knowledge of audio and video compression, Media Cleaner, for the web and multimedia

- Gained knowledge of film and digital photography workflow
- Command in RAW image format manipulation

Environment & Knowledge

- Source Control: Visual Source Safe (VSS), Subversion, PVCS, CVS
- Web Server: Apache, Tomcat, IIS, PWS, Jboss
- Operating System: Windows, Ubuntu, Mac-OS
- Others: Installer Vise, Microsoft Office XP/2003/2007/2010/2013/2016
- CMS/IDE: Rhythmyx, TeamSite, Adobe Contribute, VisualStudio.Net, Eclipse, MS CMS, MS Share Point Portal Server
- Environment: Good understanding of agile and XP methodologies & workflows
- Windows Mobile PPC (2003SE, 2005, 6-pro) User Interface Designing
- Portable OS: Excellent understanding of Apple iOS, Google Android, Palm, Symbian, BlackBerry and Windows

Design Approach



Academic Qualification

• PG Cert. in Arts: Multimedia, University of East London	• Diploma: Non-Linear Audio/Video
• Diploma: 2D/3D Animation	• Diploma: Computer Science
• Higher Diploma: Graphics & Designs	

Personal Strengths

• I take pride in the high level of service	• Enjoy working for the agile team
• Work well under pressure	• Flexible and adaptable
• Effective problem solver	• Adhere to the practical approach
• Self-starter, able to work on own initiative	• Quick learner