



TONY WARD

UX/UI DESIGNER

LEAD & SENIOR

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ABOUT ME

Having worked across a variety of industries, Agile teams and a plethora of digital products, I have extensive knowledge and experience within the UX & UI arena to deliver best in class experiences. I'm an impactful designer motivated to solve problems, create and evolve scalable Design Systems, justify decisions and understand how technology and design impacts users and their needs. I have a wealth of experience working with data driven products, from Sports, Betting, Finance & Fin-tech. I am quick to adapt and to learn new software and trends. My key strengths are Collaboration, Communication, Adaptation and Integration.

CORE SKILLS

- UX & UI DESIGN
- DESIGN SYSTEMS
- COLLABORATION
- AGILE, SCRUM & KANBAN
- WIREFRAMING & PROTOTYPING
- GDS KNOWLEDGE
- INTERACTION DESIGN

SOFTWARE

- SKETCH
- FIGMA
- ADOBE CREATIVE SUITE
- INVISON
- ZEPLIN
- MIRO / MURAL
- SLACK/TEAMS/MEET / SKYPE

Experience



cogworx

Senior UI Designer / Design System Manager Jan 2021 - Jun 2021

Working on a very unique insurance project with an extremely talented UCD team made up of Researchers, Content Editors, UX experts and a team of UI designers, I was tasked with assisting the creation of a large Design System, and then being the manager and guardian of said system. Using the Atomic Design methodology to build out the system in full and utilise it across hundreds of Master screens and create a usable icon and component library. We also used InVision's DSM and Inspect platform for hand-off to the development team. Software used: Sketch, InVision, Miro, Slack



REPLY

Deputy Lead UX/UI (Vodafone projects) Jul 2020 - Jan 2021

Working for Reply as a consultancy on multiple Vodafone projects in a fast-paced environment. From R&D through to hand-off and delivery for development. Using SOURCE, the Vodafone Design System, renowned as being the biggest and most complex Design System in Europe (<https://www.invisionapp.com/inside-design/vodafone-design-systems>) Co-managing a team of 6 UX & UI designers we have researched, designed, tested and produced an astronomical amount of deliverables. With Covid-19 hitting hard, as a team we have adapted to successfully working remotely, with virtual workshops, stand-ups and delivering first-class products on time and within budget



Lead UX/UI Designer Jan 2020 - Mar 2020 (Contract, terminated due to COVID-19)

My role at Park Holidays was to lead a design team to overhaul **Parkholidays.com** website across multiple devices. I performed the initial R&D phase, facilitated workshops, sessions and practices to create evidence using standard UX principles. The processes involved stakeholder interviews, defining user goals, card sorting, SWOT Analysis, creating personas, creation of the sitemap, rapid and lo-fi wireframing. The idea being that I would run through the end-to-end process from initial research to development hand-off, but unfortunately due to Covid-19 and 100% of staff being furloughed, the project was sadly put on hold.



Senior UX/UI Designer, Design System Creator & Manager Aug 2019 - Nov 2019 (Contract)

Whilst at Equiniti I conceived and maintained a scalable design system to be used across the companies' portfolio of digital products. Creating a Sketch library of components adhering to the Atomic Design system to enable the product teams more efficient and scalable workflow as they transition forward. Working alongside a small team of UX/UI designers and dev teams. Working with Sketch and InVision's DSM to document design and UX principles. I also assisted the team in BAU project work for their digital finance projects.



Senior UX/UI & Interaction Designer Apr 2019 - Jul 2019 (Contract)

Contracting on the newly initiated Unity transformation project. As a Senior member across both UX and UI, I was tasked with helping establish a new White Label Insurance product to be rolled out along with a Design System which included Sketch libraries and Key Template Designs. Clients included Yorkshire Bank, More Than, Clydsdale Bank, Tesco, John Lewis and Yorkshire Building Society.



Lead UX & UI Designer Oct 2018 - Feb 2019 (Contract)

My most testing project to date. Leading a small team on an end-to-end, Greenfield project. Developing the UX journey, from R&D, user research, early stage UX processes including SWOT analysis, card sorting, requirement gathering, creating persona's, wireframing, prototyping and running UX workshops. From there I have taken the project through to the final UI stages, created and developed the design system, sourced an offshore development team and worked with them closely through the hand-off stages.



Home Office

Lead Interaction Designer Jun 2018 - Sep 2018 (Contract)

Contracted to lead the Interaction design for a range of products and tools for Border Force on Digital Passenger Services projects within Gov.uk. SC cleared and using the GDS design system working alongside User Researchers and Content Designers to create seamless experiences for internal and external users. Working with Agile/scrum methodology and to aggressive deadlines.



Lead UI Designer Aug 2016 - Apr 2018 (Contract)

Co-managing 15 UX & UI designers across three countries on a €7m greenfield lottery and sports project whilst running regular UX workshops and working through the UX lifecycle of a highly complex site. Working in an Agile environment in scrum teams alongside PO, PM, BA, DL and Front End Devs. Projects include the National Lottery, PLI and Loterie Romande.



Digital Creative Lead (UX/UI) Jun 2015 - Aug 2016

Leading the concept and design of digital products for clients such as Fox Sports, Sky Sports, William Hill, Jockey Club and Racing UK. Heading up the UX/UI team designing native apps, responsive sites for mobile, tablet and desktop. Also responsible for designing and delivering pitches for global clients such as UEFA and Fox Sports.



Digital Art Director (All brands) Apr 2013 - Jun 2015

As a key stakeholder across the N&S digital portfolio I worked with their main brands, these included Channel 5, OK! magazine, Express Online, Daily Star and Health Lottery. Also assisted with the digital transformation company-wide I helped build and develop the design team, creative solutions, implementing agile methodologies and improving workflow.



UX, UI & Design Lead Dec 2012 - Apr 2013 (Consultant)

Contracted by The FA as a UX/UI consultant to assist the overhaul of their digital portfolio working to establish user journeys, testing, wireframes and prototyping. Designed an editorial Video and stats centre. Created the final UI to hand-off to the development team. Using Accessibility Guidelines to create a good experience for users with accessibility issues.



Deputy Head of Design Sep 2000 - Nov 2012

Co-leading a team of 10-12 designers working across print and digital creating groundbreaking visual journalism. Improving editorial and commercial integration within the site. Designing the front page of the newspaper, layouts, infographics and the front end of the book and then adapting this for the website. Working closely with Editors, Sub Editors, Journalists, the picture desk and senior stakeholders within the business.

Education: Leeds metropolitan University, BSc - Multi Media Technology - 2:1