

Gareth Ormerod

gareth.ormerod@gmail.com +44 (0)7837 884397 garetho.com

About	<p>With 20+ years commercial experience my career has evolved as I have grown in a shifting industry. Starting out in print and quickly gravitating towards digital, working initially in visual design and progressively shifting into UX/UI and Product Design roles. Having worked in both agencies and in-house product teams, I have gained experience of working with complex large scale builds as well as smaller faster paced projects. I enjoy working in cross-disciplinary environments, learning through pragmatism and producing purposeful design solutions.</p>
Capabilities	<p>Product and UX/UI Design Experience of ideation workshops and problem defining Production and management of assets for build Implementation and maintenance of Design Systems Assistance in the Design Management process Line management and mentoring Human Centred Design WCAG 2.1 compliancy</p>
Career	<p>Transport for London Principle Experience Designer 2022 – 2024 Design and management of TFL internal staff applications. Leading on progressing the web design system and design processes.</p> <p>Wellcome Trust Senior Product Designer 2021 – 2022 Worked across two embedded teams within Digital Engagement to extend Wellcome Collection's reach through the development of a digital platform that supports the venue, preserves and makes accessible the collections and reaches users with strong narrative content.</p> <p>Wellcome Trust Freelance Senior UX/UI Designer 2018 – 2021</p> <p>VCCP Freelance UX/UI Designer 2018 Audit and consolidation of design patterns and assets for O2 including direction in implementation of the design system.</p> <p>BBC Worldwide Freelance UX&D Designer 2018 Creative Direction and production management of the first iteration of the BBC Good Food app on Windows, Android and Apple platforms.</p> <p>Crabtree & Evelyn Freelance Interaction Designer 2017 Rebranding and e-commerce website design project taking the creative concepts into production ready templates.</p> <p>BBC Freelance UX&D Designer 2017 Working collaboratively with the BBC GEL (Global Experience Language) and Audience Engagement teams in the production of an analytics tool for journalists to monitor performance of published content.</p> <p>HSBC Corporate Freelance UX/UI Designer 2016 Working as part of a diverse team of senior members of staff and HSBC's Digital Transformation Team in the creation of an client onboarding interface.</p> <p>Telegraph Media Group Freelance Senior Interaction Designer 2014 – 2016 Embedded within both UX and editorial design teams working on the replatforming and redesign of the newspaper website. My involvement in the project spanned the whole 14 month process from the initial concepting phase to get stakeholder buy-in, generation of responsive grid and building blocks, brand development in conjunction with the printed newspaper redesign through to management and production of build ready assets and style guide. The project was run in an Agile environment with weekly stakeholder presentations and internal team reviews.</p> <p>Lloyds Bank Freelance UX/UI Designer 2013 – 2014 Developed a set of propositions to guide the next phase of the digital transformation programme. An extensible development framework was needed which would broaden and deepen the relationship with the customers and guarantee a successful outcome for future initiatives. As a member of a team comprised of senior staff from the bank and agency providing visual and UX support, I was involved in co-creating a set of hypotheses which would be ideated upon and developed into prototypes. These were user tested and iterated on to define what was to become the first delivery project, enhancement of the internet banking experience. A blended Agile/Lean UX approach was adopted and ran both in the agency and on-site at the bank.</p> <p>Publicis Sapient Freelance UI Designer 2012 – 2013 McLaren: Design lead for website design including concept and art direction of product imagery. Other clients: Vodafone, NatWest Bank, MasterCard and EE.</p> <p>R/GA Freelance Senior Visual Designer 2012 Clients: Getty Images, Virgin Atlantic, O2 and Unilever.</p> <p>Syzygy 2010 Freelance Senior Visual Designer Clients: Mazda and AutoVista Group.</p> <p>Pod1 London Senior Digital Designer 2010 – 2011 Working primarily on e-commerce solutions for luxury and fashion brands. Clients: Harvey Nichols, Hackett, Net-a-Porter, Gieves & Hawkes, LK Bennet and Smythson.</p> <p>Everything Design - Auckland NZ Senior Designer 2008 – 2010 Point of contact and responsible for all digital output in a small boutique design agency in Auckland New Zealand. Also produced numerous brand and print based design projects.</p> <p>TBWA - Manchester Senior Designer 1999 – 2008 Clients: GHD, Toyota, PZ Cussons and Morrisons.</p>
Education	<p>BA(Hons) Graphic Design Sheffield Hallam University</p>
Recognition	<p>NZBCF Street Appeal poster 'I Love Type: Futura' published by Victionary</p> <p>Webby Awards Harvey Nichols website - Honoree, Best Visual Design</p> <p>Net Magazine Awards Harvey Nichols website - Nomination, Site of the year</p> <p>W3 Awards Harvey Nichols website - Best in show</p> <p>Roses Design Awards ghd website - Best website</p> <p>Big Chip Awards ghd website - Best e-commerce</p>