

Jay Merry**Telephone:** +44(0)7703 464 498**E-mail:** jay@troublegum.co.uk**Nationality:** British**Profile:**

Over 20 years experience and knowledge of many areas of the creative and UX industry at some of the worlds most respected agencies and companies / client side. My skills and experience include Digital (Desktop, Tablet, Mobile, Apps) User Interface, Interaction (IxD), App Design, Graphic Design, UX Design (User journeys, lo-fi pencil wireframes through to working prototypes and final product) and Research, Motion, Art Direction, Production and Project Management (Agile, Lean, and Waterfall).

I'm a highly motivated, creative professional with a wealth of experience across sectors including finance, pharmaceutical, and technology. I thrive on a challenge and have demonstrated strong and positive leadership, as well as showing that I am a great team member. I have strong interpersonal and organisational skills with experience in managing teams, projects and budgets. Able to work under own direction and to deadlines with an analytical and creative approach to problem solving.

I've been fortunate enough to have led some great teams to win 6 international design awards across various sectors.

Clients include: HSBC, Barclays, BBC, MoneySupermarket, Apple, O2, Microsoft, Sony, Cisco, Coca Cola, Pepsi, NME, Smirnoff, Guinness, Motorola, EMI, Walkers, MoneySavingExpert, Bayer, Shell, Volvo, JPMorgan, Diageo, Novartis, Pharmacia, British Airways, Walls, Lancôme, Walls, Royal Mail, British Telecom and many more.

Skills:

- UX Concepts, Design & Prototyping
- UI design
- Multimedia and Interaction design – IxD
- User / Customer research and testing
- Wire-framing (From low level Scamps through to Hi-Fidelity annotated screens)
- User journeys, flow diagrams, task analysis and story-mapping and problem solving
- Visual concepts & prototyping
- Storyboarding
- Responsive Web design
- Mobile Tools, Comparison, and Quote/Application Design
- Product design
- Motion Design
- Filming & Editing
- Graphic design
- UX & Design Processes inc. Lean, Agile, Waterfall.

Tools and Applications:

- Axure, Balsamiq, Omnigraffle,
- Google Analytics and Webtrends, Visual Web Optimiser (A/B + MVT),
- Morae testing tool,
- Adobe: Photoshop, Illustrator, Fireworks, Edge Animate (Creative interactive & animated web content in HTML 5, CSS), Premiere, After Effects, Dreamweaver,
- Final Cut Pro, Motion,
- MS Office and iWorks,
- Pencil and Paper

Most recent work

Digital Product Designer; RSA Group, Horsham, Apr 2018 - Present (Contract)

Working to deliver exceptional customer experiences for a range of insurance partners (John Lewis, Marks & Spencer's, More Than, Tesco, Nationwide & Argos); coupled with BAU work supporting the Retail team.

Senior Hybrid Designer; HSBC / We Are Friday, London Dec 2017 - Apr 2018 (Contract)

Designing and creating the first native HSBC app (iOS & Android)

Lead UX; Bank of Ireland / Capgemini, Dublin Apr 2017 - Nov 2017 (Contract)

Developing a new customer facing desktop and app product for Bank of Ireland.

Lead UX/CX & Service Design; HSBC, London Sept 2016 - April 2017 (Contract)

Working as part of a team on a complete overhaul of a large transactional product that offers an integrated payables solution that facilitates straight-through processing of domestic and international payments.

The main aim is to slash on-boarding time and multiple international teams into a near fully automated self serve product for customers.

My work includes:

- UX Architecture
- Improving customer on-boarding time
- Visualising services

Lead UX / CX & Service Design; Prudential, London & Reading. Jan 2016 - June 2016 (Contract)

Establishing digital offerings for a company that has always worked in the telephony and face to face world. Delivering customer focused design that can not only span the life of a pension but is understood by all age ranges anywhere in their investment journey.

My work included:

- Developing desirable, efficient and leading edge services
- Improving customer communication
- Visualising projects and services

Lead UX for HSBC (Full Global website redesign); Agency: HeathWallace. Dec 2014 – Dec 2015 (Contract)

Leading a team of 6 UX designers and researches, working in an Agile process, in the end-to-end redesign project of the global websites and products for one of the world's largest banks. My role encompassed all aspects from the initial briefing, requirements capturing, presenting to and liaising/meeting with global stakeholders, forming the IA, understanding existing User journeys and creating solutions to pain points, user testing, to low level scamps and sketches through to designing page level wireframes in Omnigraffle and Axure, with the final outputs of annotated detailed documents of the responsive designs.

UX & CRO Consultant; MoneySupermarket / MoneySavingExpert - Aug 2014 - Oct 2014 (Contract)

The MoneySupermarket Group engaged me to work on the key strategic areas of the MoneySavingExpert (MSE) website. Having recently purchased MSE for £96Million, the MoneySupermarket Group were looking to redesign the website, and to increase the conversion rate of both click-through's and newsletter sign-ups, without damaging the brand and the user perception of it. My work included:

- Researching and finding possible improvements for existing user journeys and flows
- Concepts, wire-framing and flow sketching, low-level and Hi-Fidelity UX design;
- Combining UX design and Conversion Rate Optimisation, without damaging the brand;
- Designing and testing new page layouts and components;
- Balancing users' needs with strong internal pressure to increase revenue

Lead UX & Creative Designer; Simply Business. 2011 – 2014 (Contract)

Working across all UX, UI, Mobile, Creative, web and print design for the UK's largest business insurance company, who have been in the Sunday Times TechTrack 100 for the last 2 years.

Wire-framing, concepts, Art direction, design and creation of new websites, landing pages, Online Videos, Emails, both online and offline advertising and marketing materials. Responsible for the interface design and layout across various white labels, including Moneysupermarket and GoCompare.

Lead the team and had sole responsibility for the UX and UI design, and created the Simply Business mobile site which won: Technology In Insurance Awards: 2012 Best Mobile Site.

Further Work History

From 2005 – 2011: Freelance/Contract UX, Interaction (IxD), and Motion Designer.

For Various Clients including: BBC, Royal Mail, Sony, Cisco, Bayer, O2, NME

Primarily focusing on the Financial (including the consumer comparison/aggregators), Pharmaceutical, and Technology sectors, I have forged strong relationships with some of the UK's largest brands including the MoneySupermarket Group, GSK, HSBC, Microsoft, and Cisco Systems; with who I have worked on many and varying projects, involving UX and UI design, User research and testing,

Senior Multimedia Designer – Big Pink. March 2004 - April 2005

Primarily involved in the concept and creation of websites and interactive media for the pharmaceutical industry and the creation of motion graphics. As the senior designer I created all the graphics for the websites and all aspects of the CD-ROMs, from initial concept/scamps to interface design, researching UX and then through to design and the final production.

Production Manager – Cisco Systems Ltd. January 2003 – March 2004

Responsible for all production duties including studio filming, editing and encoding of confidential Video on Demand presentations. Other aspects of the role included, branding, motion design, DVD and CD-Rom creation and a wide range of production duties.

Interaction Design and Video Editor – Teaching Art. Aug 2002 – Jan 2003

Teaching Art is the UK's largest distributor of art materials and media products. I was responsible for video editing and designing the user interfaces for the CD-Roms.

Freelance Multimedia and Motion Designer. 2002 - 2003

Head of Creative / Senior Designer - B.E. Studios, London. 2000 – 2002

At B.E. I was responsible for the management of the design team, ensuring that all areas of production were completed to time and budget. Art directed, worked as a designer and project managed the creative team that won the following 3 awards:

Invision Awards & NewMedia Magazine:

- Best Interactive Storytelling
- Creative and Technical excellence

European Multimedia Association (EMMA) Awards:

- Best Online Game

A/V Creative Director - The Graphic Station, London. 1996 – 2000

From my initial position as trainee at the Graphic Station I was promoted to become the primary After Effects designer and Media 100 editor. This involved full responsibility for running the video department and graphics teams.

Education

1995 – 1996 Plymouth College of Art and Design

Professional Qualifying Exam (PQE) – Media – High Merit

1993 – 1995 Carmarthenshire College of Technology and Art

HND Design - Media Communications – High Merit

1991 – 1993 Richmond Tertiary College

BTEC Fine Art – Merit and City and Guilds 770 Media Studies – Merit

1985 – 1990 - Beverley School

8 GCSEs including English and Mathematics