

## **Gareth WILLIAMS**

Gareth is a creative UX Designer with both mobile and web app experience. He has a sound understanding of the iPhone OS, developing UI and creating working prototypes. Technical skills include: Axure, Omnigraffle, Fireworks, Photoshop, InDesign, Dreamweaver, Lightroom, Final cut Pro, Office, HTML, CSS, JQuery.

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<b>Nationality:</b>	British
<b>Resides:</b>	London
<b>Education:</b>	BA Photography
<b>Current Position:</b>	<b>UX Designer (Mobile &amp; Web)</b>
<b>Position Sought:</b>	UX/HCI Designer

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### **Personal Attributes:**

- I'm a focused UX Designer with a passion for making intuitive interfaces.
- I have experience working in an agile environment.
- When approaching a project I always think outside the box, always searching for inspiration, new skills and ideas. I find inspiration in the most unlikely of places.
- Ever since I was a kid I was always breaking things down to find out how they worked.
- I question everything I create and consume, driven by a desire to find the right solution for every problem.
- I'm always motivated with the belief that anything can be made better.
- I thrive on feedback and discussion around my work and think well on my feet.
- I have a tendency to geek out over the newest technology and interaction design innovations.

### **Technical Overview/Skills:**

Axure, Omnigraffle, Fireworks, Photoshop, InDesign, Dreamweaver, Lightroom, Final cut Pro, Office, HTML, CSS, JQuery, Wireframes, Prototypes, Activity Diagrams, User Personas, Usability Testing.

### **Relevant UX & Creative Experience:**

**July 10 – Current  
Position:**

**KEY CRITERIA  
UX Designer (Mobile & Web)**

My time with Key Criteria is split between two separate products, from this I have learned how to effectively manage my time and priorities to stick to delivery deadlines for multiple simultaneous projects.

I collaborate closely with Project Managers, Product Owners, Visual Designers and Developers on a day-to-day basis. I'm involved in the whole process from beginning to end to ensure the user's experience is at the heart of every point of the product development cycle.

Their flagship product ZangBeZang is a solution for mobile operators to utilise data produced from their customers to deliver unprecedented targeted advertising. Designing a great UX for global mobile operators is vital; their relationship with the customer through this product has to be positive and it's my role to insure this. I developed wireframes, prototypes and collaborated in the design of the UI for the front-end web application suite, known as Unity One. Unity One consists of a series of web applications that unify your Contacts, Calendar and Inbox from services such as Facebook, Google and LinkedIn. I spearheaded the Android development for the Unity One suite, developing user-centric solutions for this mobile version.

The back-end of the product is a set of management tools; I developed user activity flows, wireframes and conducted usability testing for Customer Care and Marketing Dashboard applications. ZangBeZang is a unique offering and often presents challenging scenarios that I thrive on solving when converting complex business requirements into high fidelity Wireframes, Prototypes and UI Mock-ups.

Loky creates a secure, private area on your mobile where you can hide sensitive contacts, filter their messages (SMS & MMS) away from your regular message inbox, send messages back to them and even store your sensitive media files and documents. We developed Loky for Android, Symbian S60 and Blackberry 9000 series smartphones. Developing consistent UX sensibilities across three different mobile operation systems is very demanding. It's important to find a balance in the UX development to realise a consistent feel across operating systems while keeping within users expectations for each individual platform. I work closely with developers and usability testers and have gained immeasurable knowledge into designing empathetic solutions for Android, Symbian and Blackberry applications.

I joined the Loky team at the same time a new product owner was appointed. We worked closely together to overhaul the entire product, including it's branding, functionality and UX/UI design. I produced substantial research and analyses of current offerings and created user personas. This aided me in applying holistic reasoning when introducing useful, user friendly and visually appealing features to the product. Acknowledgement of this success has featured highly in customer reviews in the marketplace.

I lead the Symbian and Blackberry teams, taking them from conception to final delivery into the app stores has been an enjoyable journey. We have overcome many unexpected challenges and we continue to develop new features delivering regular updates.

**Jul 09 – August 10**

**LOOPIT (FREELANCE PROJECT)**

**Position:**

**UX Designer (Mobile)**

Loopit is a music creation and sharing iPhone app, designed as a loop machine for beatboxers, in partnership with the world's leading stars inc Killa Kela, Beardyman and Eklips to name a few. A powerful sequencer allows you to record your own sounds and instantly loop and layer them. Using your own sounds plus the add-on packs you can quickly be jamming alongside world famous beatboxers.

I was drawn to this project by my strong passion for music and my deep understanding of the iOS user experience. I love to explore the innovation that can be achieved on this ever-growing platform.

This was a very hands-on team project. I aided in the development of the product requirements, and produced wireframes for the entire application. Alongside the wireframes I wrote the technical specifications with the lead developer, I then created working prototypes to assist the development cycle. I also created UI Mock-ups of the application that were used for demonstrating the app to stakeholders and as a guide for the Visual Designers.

**Jan 09 – May 10**

**COMMENT TECHNOLOGIES**

**Position:**

**UX Designer (Mobile & Web)**

Comment is a full social network for businesses, the system allowed clients to have a social network where their customers could discuss the company and its products freely, providing a personal connection to what would have previously a faceless business. It was a very demanding and exciting role. As a UX Designer I worked closely with the product owner defining user personas and creating concepts for new functionality.

I created activity diagrams for user journey development, wireframes and mock-ups for potential ideas, making these presentable to stakeholders, clients and also for the development team to build from. My wireframes would be pixel perfect and include a style guide for full graphical interfaces for the front-end development team to develop from.

I ran user tests throughout the development process to make sure the product kept the user's needs at its core. We observed how the candidates used the system, how easy it was to navigate, where their eyes travelled and finding the breaking points when it came to completing tasks. After analysing these tests I would sit down with the development team and discuss changes, keeping timelines in mind for feasible changes in current version and the future releases.

I had a fluid two-way relationship with the development teams, working closely with them to guarantee a consistent product understanding. We also held weekly meetings to view the latest release of the product, with a team of 25 developers these meetings were crucial to guarantee we kept to targets and that my wireframes and designs were being developed accordingly.

**Oct 09 – Feb 10**

**SPIT KINGDOM PUBLISHING (FREELANCE PROJECT)**

**Position:**

**UX Designer & Creative**

Kingdom is a music publishing company, focused mainly on the beatboxer/artist Killa Kela. This was a full package role; I created the UX for their websites, designed the graphical interfaces and then coded the sites. I also designed promotional material including posters, flyers, micro-sites and music videos. This was a very exciting role being involved inside the music industry and I developed very solid contacts with some key names.

**Oct 08 – Jan 09**

**BANDPIE**

**Position:**

**Creative**

BandPie was my first venture into the world of start-ups. For years I had always been dreaming about where the technology industry would go next and loved dreaming about new products. This position made me realise that these dreams can become a reality and I learnt a lot about how start-ups begin, are run and had a lot of valuable lessons in how not to run a business. I created their marketing assets including promotional websites, video advertisements and graphical elements for their product.

**Education:**

**UCCA, ROCHESTER 2005 - 2008**

BA (Hons) Photography

**BEDFORD COLLEGE 2003 - 2005**

National Diploma Fine Art

**BEDFORD COLLEGE 2003**

City and Guilds Website Design

**REDBORNE UPPER, AMPHILL 1999 - 2002**  
GCSE's x 7

**Personal Projects:**

Milk Face

- For the past 12 months on the first Saturday of every month I have run a club night at the 333 in Hoxton Square.
- I organise who plays, arrange all the promotion and am always there every month to make sure it runs smoothly.
- These monthly parties are a lot of work to organise but the nights are so rewarding joining every one in a massive party.
- Some of the DJs who have played Milk Face include Calvertron, Temper D, Santero and Men In Masks. Milk Face has also co-hosted nights with Dj Yoda and Beardyman.

**References are available on request.**