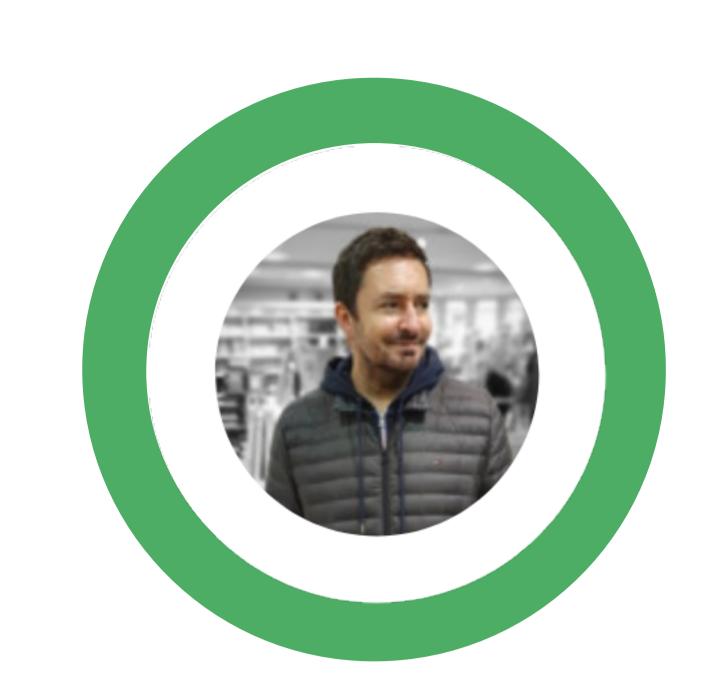


07504 925712 me@davidthurtell.co.uk www.davidthurtell.co.uk

building and designing websites for some of the most recognisable brands in the country.

Senior/Lead UX/Product Designer with over 25 years of commercial experience,

With a technical focus and a creative eye, I have developed/designed websites and web applications during a period of massive technological change, using Responsive Web Design, Progressive Enhancement Techniques, Mobile and DDA compliant standards whilst keeping abreast of the latest trends.

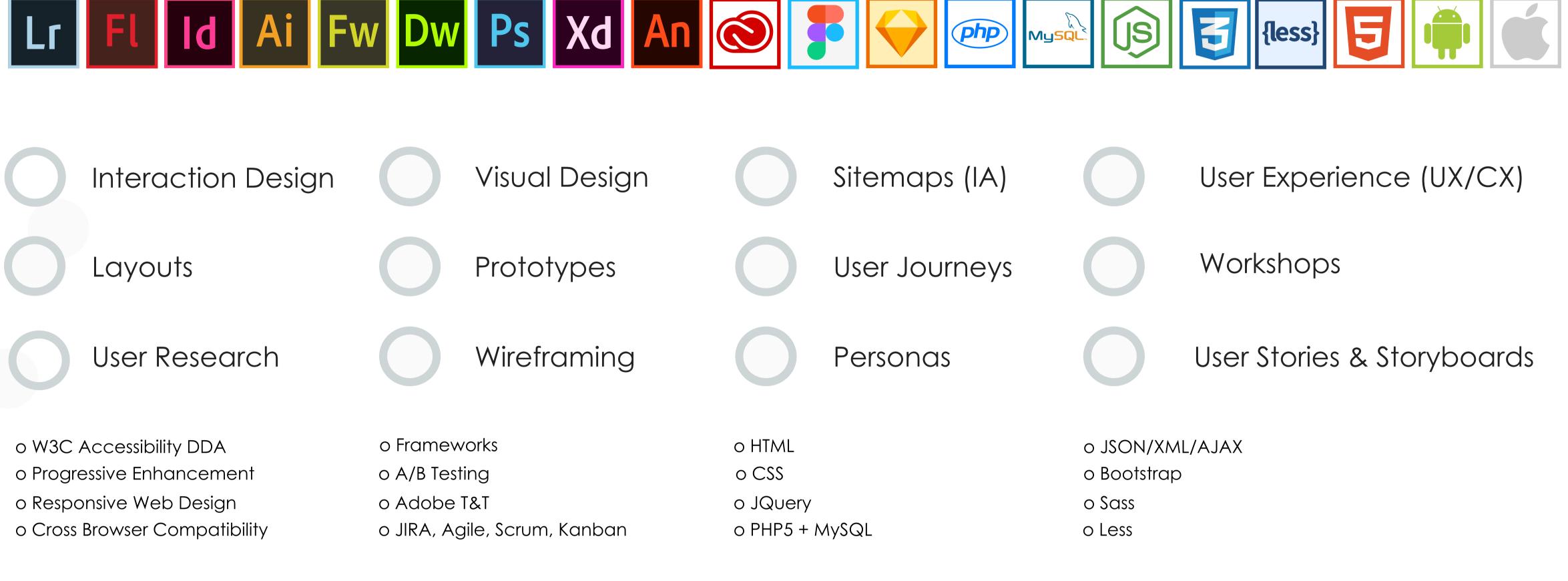


Years of experience What I have picked up on the way....

100+ Products

Millions

of customers

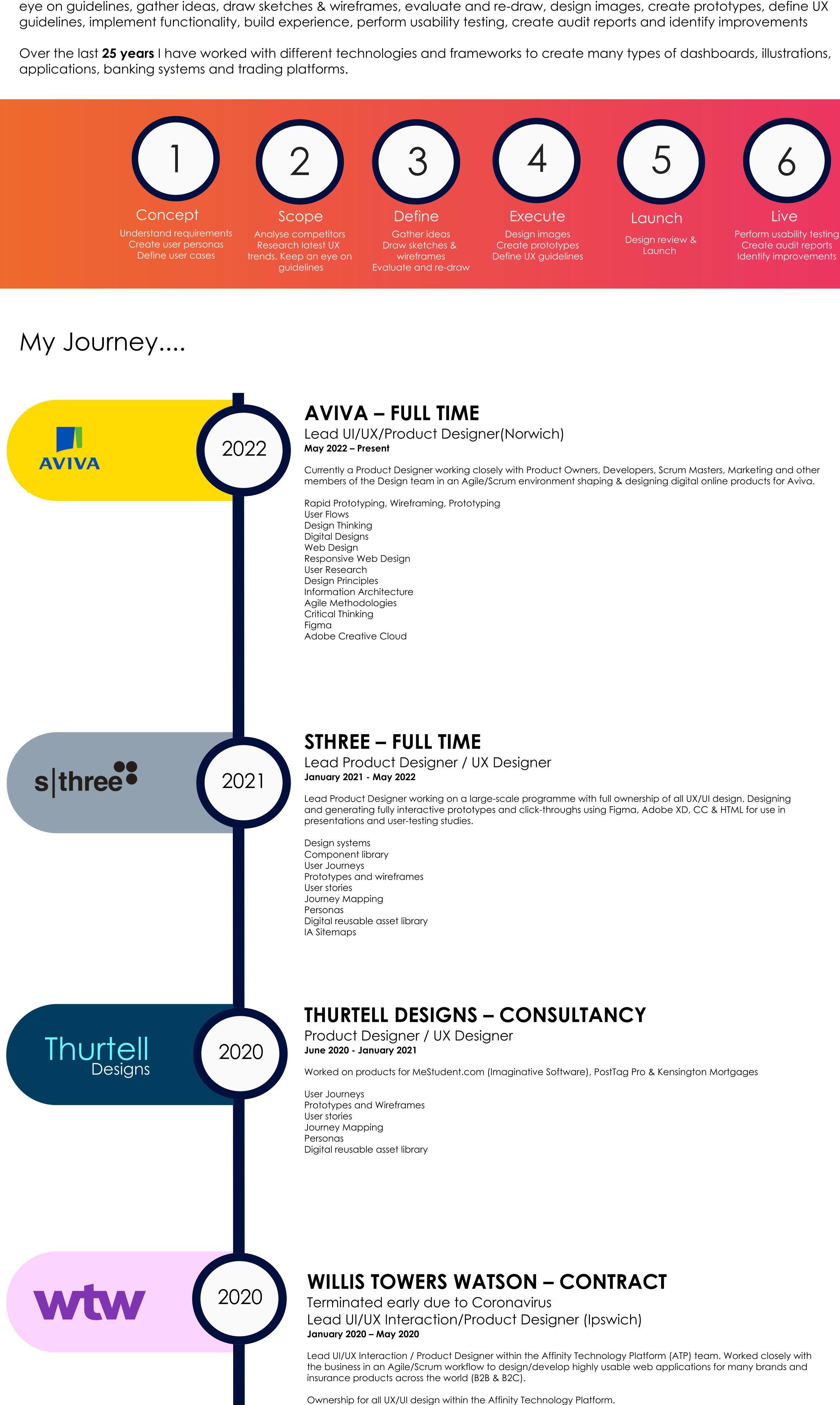


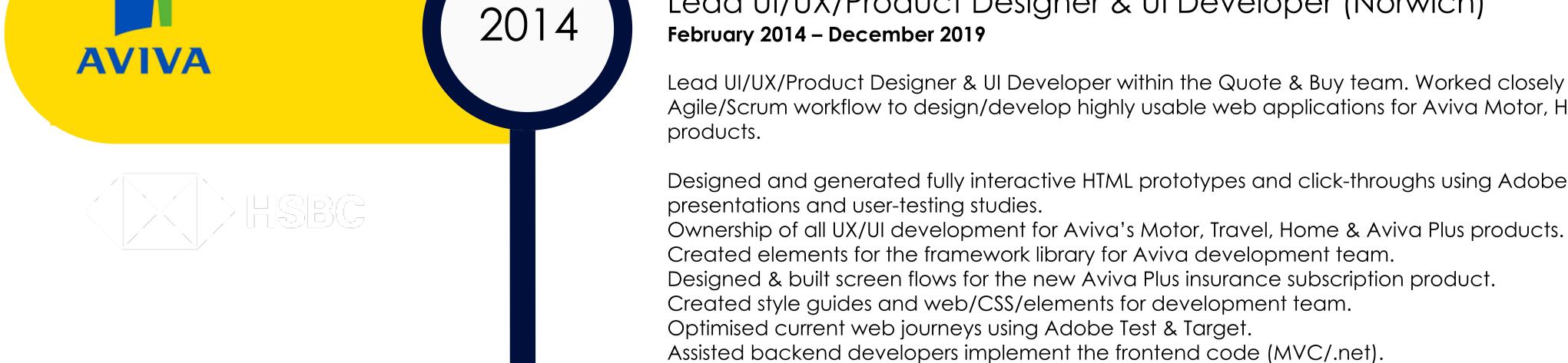
As a UX/UI Product Designer there are many parts to my role these include:

What I do....

Understanding requirements, creating user personas, defining user cases, analyse competitors, research latest UX trends, keep an

Over the last 25 years I have worked with different technologies and frameworks to create many types of dashboards, illustrations,





HSBC

Assisted backend developers implement the frontend code (Angular/MVC/.net).

Created style guides and web/CSS/elements for development team.

in presentations and user-testing studies.

Created a component dashboard library.

Created an Angular component library.

API integration of Stripe payment system.

API integration of Adobe Test & Target.

AVIVA – (TATA CONSULTANCY) – CONTRACT

Designed and generated fully interactive prototypes and click-throughs using Adobe XD, CC, Figma & HTML for use

Designed & built screen flows for multiple B2B products across the Willis Towers Watson group and Affinity Partners.

Lead UI/UX/Product Designer & UI Developer (Norwich) February 2014 – December 2019 Lead UI/UX/Product Designer & UI Developer within the Quote & Buy team. Worked closely with Product Owners in an Agile/Scrum workflow to design/develop highly usable web applications for Aviva Motor, Home & Travel insurance products. Designed and generated fully interactive HTML prototypes and click-throughs using Adobe CC, Sketch & HTML for

HSBC - SEI WEALTH MANAGEMENT - CONTRACT Lead UI/UX Designer & UI Developer (London) December 2013 - February 2014 Worked within the SEI & HSBC project teams to create user-friendly and aesthetically pleasing application interfaces and websites for the HSBC's Wealth Management Platform. Lead UX and UI Developer for HSBC's Wealth Management System in a fast-paced agile environment. Responsible for creating rough mock-ups and working prototypes ensuring they met both visual and textual branding standards. Defined and documented website design standards. Prototyped visual design concepts using Highcharts.js.



2012 Lead UI/UX Designer & Web Developer within the Quote & Buy team. Worked closely with Product Owners in an Agile/Scrum workflow to design/develop highly usable web applications for Aviva Motor, Home & Travel products. Designed and generated fully interactive HTML prototypes and click-throughs using Adobe CC, Sketch & HTML for presentations and user-testing studies. Ownership of all UX/UI development for Aviva's Motor, Travel, Home products. Assisted backend developers implement the frontend code (MVC/.net) Optimised current web journeys using Adobe Test & Target. Ensured Java Script code complied with W3C standards to pass Penetration Tests. API integration of Adobe Test & Target

August 2012 – May 2013

AVIVA - CONTRACT

Lead Frontend UI Developer & UI/UX Designer (Norwich)



VIRGIN MONEY – FULL TIME

Wireframes and the entire UI development for Virgin Money Giving.

Designed and developed ideas for the Virgin Money mortgage applications.

Supported and maintained the Virgin Money websites using Tridion (CMS) and prototyped website designs using

Senior UI Developer (Norwich)

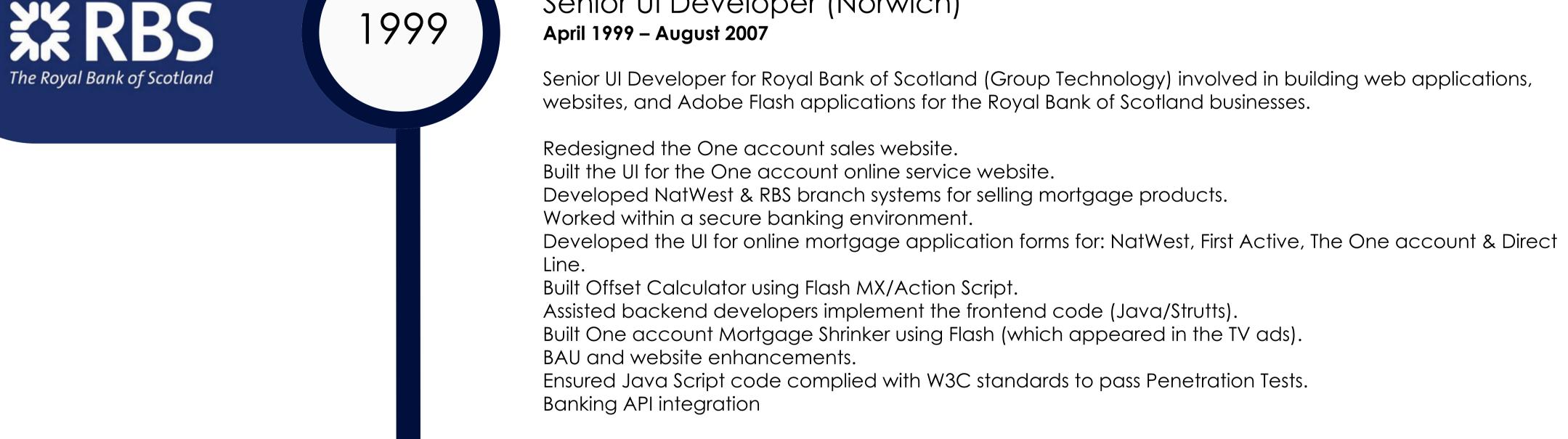
August 2007 – August 2012

Adobe CS Suite.

2007

1987

MONEY



AVIVA (NORWICH UNION) – FULL TIME IT Stores – Assistant Stores Controller (Norwich) 1987 – April 1999 Assisted in day to day running of IT storage area. Assistant team leader - involved in project work to improve procedures and implement changes.

EDUCATION

Costessey Primary, Middle and High Schools 1976 - 1987 'O' Levels: English, Mathematics, Geography, Art and Technical Drawing, Computer Studies, Science	
TRAINING	
Communication for Product Managers	UX Foundations: Generations Design
Interaction Design	UX Foundations Story

Intertace Telling Mapping the Modern **UML** Web Design Process Java Fundamentals Tridion (SDL)