

JEREMY GILLIES

Senior UX Designer

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I'm an accomplished user experience designer skilled in full-lifecycle digital design. I specialise in agile design, creating rapid prototypes, iterative improvements and observational testing. I'm a design leader who can create successful digital services for Government, design game-changing services for health publishing and innovate in the field of online learning.

SPECIALTIES

UX research

- User testing
- Storyboarding
- Observational studies
- Workshop facilitation
- Focus / stakeholder groups
- Card sorting
- Competitor analysis
- Requirements gathering
- Collaborative design
- UX strategy

UX deliverables

- Functional specifications
- Interactive prototypes
- Wireframes
- Site maps
- Personas
- User journeys
- Sketching
- Prototyping
- UX Architecture
- Interaction design

Implementation

- Sketch • Photoshop • Illustrator
- HTML • CSS • LESS • jQuery
- Mobile • Android • iOS
- Responsive design
- Front end development
- Multidisciplinary tech teamwork
- Agile
- Scrum
- Git

EMPLOYMENT HISTORY

Justify Design Limited

UX/UI Designer (Contract)

Environment Agency, Bristol, UK

March 2015 – February 2018

Contractor for UK Government agency working on services including Data Returns, Flood information service and International Waste Shipments.

Security clearance: BPSS DS

- Designed a service that passed two GDS assessments
- Established lean UX and user story mapping into teams
- Conducted face to face user research, stakeholder design workshops
- Designed the user journey architecture
- Prototyped and implemented services in HTML/CSS
- Embedded Government Digital Service (GDS) design principles
- Championed a user centred design culture and agile processes
- An assessor on three Government services as design specialist

UX Architect (Contract)

Somo Ltd, Bristol, UK

November 2014

Contractor for global mobile design agency

- Designed the user experience architecture for the subscription journey for the Economist
- Cross-channel user journey mapping
- Wireframing user journey best practice.

UX Designer (Contract)

Kinneir Dufort, Bristol, UK

May 2014 – August 2014

Contractor for award-winning integrated research, innovation, design and product development company.

- Designed the user interface of Android mobile applications of a personal insulin delivery device for Roche
- Designed the user interface design of HTML prototype of an asthma measuring product for Bosch.

Invoto Limited

Co-Founder and Creative Director

Invoto Limited, Cambridge, UK

June 2012 – November 2015

UX design, visual design and front-end development.

Invoto.com

- Defines strategy and business goals of mobile-based educational start-up
- iOS, Android and Windows app design
- Winner of best innovative product for mobile at IC Tomorrow.

BMJ Group

Design Lead

BMJ Group, London, UK

March 2009 – December 2013

Led the UX, UI and creative design. Identified and adopted key areas for innovation to drive growth and business value and championed BMJ's venture into the mobile marketplace.

[BMJ iOS app](#)

[Best Practice iOS app](#)

group.bmj.com

bmj.com

- Established principles of mobile first and gradual engagement
- Defined the front-end development guidelines through collaborative team leadership
- Held company workshops to champion UCD
- Design mentoring and team engagement
- Recruited, line-managed and appraised the design team and front end contractors
- Defined a strategy to deploy user experience into a Scrum project environment
- Designed, sourced and observed external usability testing
- Increased new sign-ups for BMJ Learning and Best practice by creating a more user focussed homepage
- Designed an award winning BMJ iPad app.

Senior Interactive Designer

BMJ Group, London, UK

November 2004 – March 2009

Creative lead of all BMJ digital products.

Managed a team of web designers in an agile, multi-disciplinary technology department; motivating and setting targets. Delivered UX and UI solutions to the BMJ suite of products.

[BMJ Learning](#)

[Best Practice](#)

[BMJ Portfolio](#)

[BMJ Careers](#)

- Created the digital design guidelines, visual design and the website development framework
- Increased new sign-ups for BMJ Learning and Best practice by creating a more user focussed homepage
- Balanced user needs with business requirements through engagement with internal business units and stakeholders
- 25% increase in module completion through an improved UI
- Held company workshops to encourage tech-team and stakeholder engagement
- Interpreted company brand to online design principles
- Specialist adviser to Board, Executive, Marketing, Editorial and Sales on design strategy
- Best Practice sold to the Government of Brazil with access to 1.2m health professionals—regarded as a BMJ game changer.

Web Designer

BMJ Group, London, UK

March 2002 – November 2004

The BMJ Group's first in-house web designer

[Best Health](#)

- Led the front end and creative design on BMJ Group online tools and services
- Front end design of Best Health; a consumer site which provides patients with access to evidence-driven treatment options
- Front end design of Clinical Evidence; a decision-support resource

[Clinical Evidence](#)

for the evidence-based medicine

- Principal architect of all creative design for all digital products
- Led the design of front-end web code
- Utilised web usage statistics and online metrics to provide solutions to UI problems
- External partner liaison with Highwire and Mobile IQ to ensure design consistency.

easyGroup

June 2000 – December 2001

Web Designer

easyInternetCafe, London, UK

- Key revenue generator supported by web usage data tracking and analysis, client liaison, project management and creation of print media
- Developed creative skills in software packages such as Photoshop, Illustrator and Fireworks.

EDUCATION

MA Design for Interactive Media—with Merit

University of Middlesex, London

2006–2008

Dissertation: “Visualising GRADE” proposed alternative methods of visualising medical data.

BA History—Second Class Honours

University of the West of England, Bristol

1993–1996

References available upon request