



CLAYFORTHCARR.COM

ED CLAYFORTH-CARR

A User Experience Designer who plans, prototypes, designs and helps deliver digital experiences that enrich and delight.

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EXPERIENCE

Clayforth-Carr Design Ltd

DIRECTOR, DESIGNER & UX PROFESSIONAL
January 2013 - Present (2+ years)

A newly created independent user centred design company. Aiming to define and create interactive experiences for various devices using the very latest interaction design patterns and including the latest in design styles.

Projects range from advanced risk monitoring and reporting systems to transactional FX applications for some of the worlds largest banks.

HSBC Global Banking & Markets

UX DESIGNER - CONTRACT
July 2013 - December 2014 (18 months)

Full UX service for all Foreign Exchange applications from Design, Creative Direction and Interactive Prototyping to capturing user requirements and managing iterative UX implementation with geographically disperse development teams.

BNP Paribas - Risk Investment & Markets

UX DESIGNER - CONTRACT
January 2013 - June 2013 (6 months)

Full ownership of User Experience design for a number of projects coordinating with all stakeholders including users, business, business analysts, developers and QA.

Lab49

PRINCIPAL, DEPUTY PRACTICE HEAD OF USER EXPERIENCE
November 2009 - December 2012 (3 years 2 months)

Lab49 is a strategy, design and technology consulting firm responsible for some of the most sophisticated financial applications in the financial services industry.

With 4 direct reports and responsibility for quality and delivery on specific projects my focus remained on designing both the experience and visual creative for a number of FX Single Dealer Platforms for some of the largest investment banks.

This role involved defining and controlling the quality of the creative output and managing a small on-site UX team.

Day-to-day tasks typically involved:

- Designing and acting as the guardian to the core platform design style and principles.
- Capturing and confirming user stories and writing high-level UX specific acceptance tests alongside other members of the UX team.
- Prototyping by various means to aid the understanding of a proposed interaction or process.
- Producing and presenting to the business and stakeholders proposed solutions from creative to user experience journeys.
- Asset and design documentation, creation and delivery.

Virgin Media

SENIOR DESIGNER
July 2008 - November 2009 (1 year 5 months)

Specialised in improving and re-designing virginmedia.com, a customer focused web portal. This role involved communicating and working closely with various areas of the Virgin business including the global Virgin brand team, senior management and development teams to ensure brand, user experience and design consistency was maintained throughout.

Key responsibilities included:

- Re-designing the virginmedia.com site.
- Documenting and presenting pixel perfect designs.
- Creating and championing the online brand guidelines.
- Art directing all designers involved in projects influenced by the site re-design and communicating updates and design progress across the design team.
- Managing work loads for junior designers and contractors on daily and weekly design deliverables.

Vonage

UK WEB DEVELOPER & DESIGNER
October 2006 - July 2008 (1 year 10 months)

Delivered the design and development of all web based requirements and improvements to vonage.co.uk including it's re-design and re-coding to meet W3C standards.

Involved working with geographically dispersed design and development teams throughout the US.

Opodo

UK WEB DESIGN LEAD
September 2004 - October 2006 (2 years 2 months)

Opodo is an online travel company with offices throughout Europe.

Designed and developed micro-sites and promotional material for Opodo.co.uk as well as managing a small team of designers.

EDUCATION

Brunel University

2.1 BSC HONORS MULTIMEDIA TECHNOLOGY & DESIGN WITH PROFESSIONAL DEVELOPMENT
2000 - 2004

TOOLS & SKILLSET

Interaction & User Experience

- Interaction design
- Wireframing
- Requirements gathering
- User story & acceptance test writing
- User flows & site mapping
- Prototyping (paper & interactive)
- Design direction & documentation

Web App Design & Development

- HTML5
- SASS, CSS
- Javascript frameworks (Moo tools, Scriptaculous, JQuery)

Software

- Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Omnigraffle
- Sublime Text
- Mamp Pro
- XCode
- Sketch