

# Jon Welch.

**PRODUCT DESIGNER** / Available for perm & contract positions

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- 📍 : London Based

I've over 13 years commercial experience in design. A strong understanding of multi-platform design for websites, native and web-based apps in the retail, gaming, e-commerce, technology and broadcasting industries.

## DESIGN PROFICIENCIES



### UI



Proven experience of working in a small start-up, or for a large multi-channel company. Ability to adapt quickly with a self-starter mindset, can take ownership, with a strong affinity for product development and deep appreciation for UX.

By working with creative brands and industries in more challenging UI-UX related positions, I'm hoping to constantly push design standards, that will help shape and deliver the best user-centric experiences.

### UX



## SKILLS



**Multi-platform design experience** Web responsive and adaptive design knowledge of desktop, tablet, mobile and native apps (iOS & Android). Creating or contributing to design systems, guidelines and component libraries.

**Understanding of UX practices** Using data, testing and feedback in solving design-specific user problems with empathy. Validating ideas by defining interactive flows and developing low and high-fidelity prototypes.

### Web Responsive Design



**Understanding of agile practices and design methodologies** Experience working in cross-functional teams with a build > test > learn mentality. constant collaboration with stakeholders, development and other product teams for continuous improvement.

**Good practice of design and workflow tools** Implementing design solutions for development delivery using an array of design, animation / UX tools (Sketch, Figma, Photoshop, Zeplin, Invision, Principle and Marvel).

### Web / Native App Design



### Prototyping, Visual & Motion Interaction



## EDUCATION



**London Metropolitan University**  
2004 – 2006  
BSC Computer Visualization & Games

**London West Thames College**  
2002 – 2004  
National Diploma in Multimedia

## TRAINING



**Webcredible & Media Training**  
Expert led courses

- Service design training
- Mobile UX & responsive design
- Improving Web Usability
- HTML/CSS: Intermediate
- Java Scripting for the web
- Improving web accessibility

WORK



**Aardman Animation**

Sep 2023 – Present  
(Fixed Term Contract)

**Senior UI/UX Artist**

Pres  
Overseeing the whole pipeline of how the player interacts with the front-end of the game for mobile port with the idea of porting to PC/Console. Creating and testing wireframes and user flows, attempting to bring simplicity and user-friendliness to the player experience.

Designing out UI which work with gameplay and crafting graphic design themes set out by the art director. Then working to implement those designs within Unreal Engine. Working with tech, VFX, Art and design to deliver the right solutions for the right feature. Finalising with UI animation to improve and enhance the player experience.

**Fortius at Once For All**

July 2021 – Jul 2023  
(2YRS Contract)

**Senior Product Designer**

2023  
Producing user flows and digital designs for SaaS applications. Working from concept, ideation and strategy phase with developers and product owners.

Creating prototypes, flows and high-fidelity designs. Supporting the product owner and the wider business on UX/UI strategy, ideation, and design. Facilitating design led thinking reviews with our product and development team. Working closely with developers to challenge and encourage seamless optimised user experiences, that add value to the end customer.

**Dentsu Aegis Network**

Sep 2020 – Jun 2021  
(9MTHs FTC)

**Senior UI Designer**

2021  
Working on developing and maintaining dentu’s Media Ecosystem components that make up a suite of digital apps. Delivering evidence-based visual design; through data, research, observation, and insight e.g colour palettes and data visualisation. Creation of complex sketch components / templates. Robust enough for designers to pick and choose the content, whilst also providing guardrails for the types of content we’ll want to show.

Creating and iterating core visual design components, page designs and flows, design system rationale, visual storytelling and specification documentation and guidelines when necessary. Communicating visual design process, ideas, and solutions to dev, UX teams and stakeholders.

**Vodafone Business**

May 2019 – Apr 2020  
(1YR - Contract)

**Senior UI Designer**

2020  
A redesign of the existing Vodafone IoT global communication service. Creating an expansive component library of visual patterns, ensuring this new portal will be flexible, better performance and future-proof from a design perspective.

Responsible for designing screens in a rapid iterative fashion, incorporating feedback from user testing, UX, development and scope limitations. Attempting to solve complex design problems with elegant solutions that will satisfy business and user needs. Creating an alternative to Vodafone’s consumer visual identity / style guide with the intention of rolling out to all potential Vodafone business products.

**Mashroom**

Apr 2019 – Mar 2020  
(1YR - Part-time contract)

**UI / UX Designer**

Working on a responsive web apps and websites Teplio and Mashroom, designed for buying renting and selling property.

Initially integrating new visual styles with the agency’s design system. Reviewing and reworking the design patterns and introducing new branding. Creating designs and structured layouts across a range of touch points for mobile, tablet and desktop. Working closely with the UX designer implementing new functionalities, communicating interaction and design ideas visually with animation.



### Eurosport at Discovery Channel

Feb 2018 – Apr 2019  
(1YRS, 1MTHS - Contract)

Senior UI Designer

Designing the UI design for new and existing Eurosport digital products. Working with senior UX designers to develop and maintain a framework of consistent UI patterns in a multi-device environment spanning OTT, desktop, tablet, mobile devices and native apps. Creating / modifying existing design systems and component libraries within Sketch. Supporting projects through the full project cycle, right from the conceptual states, all the way through to go-live, ensuring the design standards are met.

### InterResolve

Dec 2018 – Feb 2019  
Sep 2018 – Oct 2018  
Nov 2017 – Feb 2018 (Contracts)

UI - UX Designer

2019

Designing the overall functionality, user interface and user experience of the app, emails and device management portal for a leading mediation service.

Building on top of existing brand and expanding the visual identity across the device management system, emails, print works and other platforms. Taking full ownership of the app and site experience, identifying design problems and devising elegant and high-end solutions through images & animation.

### LastMinute.com at Encore Tickets

Dec – Jan 2018  
Aug – Nov 2017 (Contracts)

UI Visual Designer

2018

Working with the UX designer translating wireframes into visual designs on the London Theatre, Encore and Lastminute.com (white-label solution) webpages. Adhering to the brand guidelines of each respective company to create the theatre listing, ticket building and seat allocation user interface, for desktop, mobile and tablet in portrait and landscape orientations.

### Sony PlayStation at PortalTech Reply

Jun 2016 – Aug 2017  
(1YRS, 3MTHS - Contract)

UX Visual Designer

2017

Creating a multitude of visual designs for Sony's publishing partners to submit games, applications and other media related content.

Following wireframes set by UX team, defining a comprehensive UI design kit, to then be documented in a progressive style guide. Keeping a consistent functional visual design language that can be applied across all work packages. Reviewing / reworking existing UX patterns and components, optimising and aligning whenever and wherever possible. Keeping abreast of feedback, requirement changes and adapting designs accordingly.

### Zappar

Nov 2014 – Jun 2016  
(1YRS, 8MTHS - Perm)

UI - UX Designer

2016

Working closely with developer on delivering the UI-UX for the augmented reality websites, native app and web app.

Ranging from gathering user needs and feedback, optimising existing customer journeys. Conceptualising and communicating ideas through wire frames and mock-ups. Defining user behaviour and refining complicated concepts into user-friendly interfaces.

### Dixons Carphone

May 2009 – Oct 2014  
(5YRS, 6MTHS - Perm)

Digital Designer Web  
Designer Junior Web  
Designer

2014

Working with web analytics and the UX team to identify what drives performance, providing a variety of solutions from a design perspective to convert customers and decrease bounce rate.

Creating a multitude of banner ads, marketing campaigns, micro sites, and product pages, adhering to strict brand guidelines and operating within short deadlines.

2009

Providing training and orientation for junior designers. Managing their workload, supporting whenever necessary and signing off on their work.