

Digital Product Designer at TSB
8+ Years Industry Experience
Seeking Senior/Lead UX Designer Role

Website:
kirstiwade.com



EXPERIENCE

2021 - Present

Product Designer at TSB
London, UK

- Lead end-to-end design and implementation of iOS/Android apps and web journeys (retail banking, business banking, secure web & public site)
- Involved in all design stages from discovery, design, testing to developer hand off
- Conduct all forms of user testing, A/B testing, using data to drive design decisions
- Develop low and high fidelity wireframes, created prototypes, process flows, and customer journey maps
- Facilitate stakeholder reviews and stand ups, ensuring alignment and buy-in throughout the design process
- Run training and brown bag sessions for other designers and business areas
- Work closely with Product Owners, Delivery leads, Business analysts Engineering, Copywriters, Marketing and Brand, always ensuring designs are built to spec
- Liaise with Legal, Risk, Conduct & Fraud to ensure LRM requirements are met.
- Run discovery and research sessions with stakeholders to identify business requirements
- Lead design team to accurately assess timelines, scope & capacity to ensure a smooth delivery within budget
- Attend Agile ceremonies including:
 - Design Sprints, Sprint retros, sprint demos, daily stand ups, design syncs, visual design authority member.

2018 - 2021

UX Designer at Global
London, UK

- Designed and developed WordPress sites, co-branded websites, animated adverts, game mechanics, and prototypes for Global, resulting in successful commercial design output.
- Worked across multiple brands and associated sponsors including Heart, Capital FM, Classic FM, Smooth FM & LBC
- Optimised design processes and integrated new software such as Sketch and Adobe XD, collaborating with developers to improve productivity and efficiency.
- Established strong relationships with sales, branding, video, project management, and marketing teams on a national and regional level to streamline communication and ensure project success.
- Completed advanced courses in WordPress and Adobe After Effects to continually enhance skills and knowledge.

2016 - 2018

Digital Designer at Global
Bristol UK

- Designed and developed WordPress sites, co-branded websites, animated adverts, game mechanics, and prototypes for Global, resulting in successful commercial design output.

Jun 2012

Digital Experience at Brayleino
Devon, UK

Jun 2011

Design Intern at Hallmark
Bradford, UK

ACCOMPLISHMENTS

As Product Designer at TSB:

- Interviewed and hired product designers to increase the Digital Design team from 3 to 8
- Mentor junior product designers and manage UI designers
- Over 3 years strongly contributed to the increase in NPS score from 33 to 77 (record to date)
- Led migration from Sketch to Figma over a 12 week programme with 100% adoption and success rate
- Defined, built, implemented and maintain the TSB Design System from inception ensuring consistency and scalability across all products and platforms.
- Led migration from Abstract and Zeplin to Sketch and Invision company wide
- Proven record for successful projects delivery, in scope and on time

EDUCATION

2017 - 2019

(Master of Arts) Interactive Media Practice at University of Westminster

Module include: UX for Fintechs, Mobile Apps, Gaming, VR/AR Design and Development. Wearable technologies, interaction design, Entrepreneurship and Project Management, Social Media and E- Marketing.

Projects: Improving User Experience for apps. Case Studies: Natwest Premier App, Lost Cove Festival App, Rathbones Greenbank Investment App.

2013 - 2016

(BA Hons) Media Culture and Practice at University of the West of England (UWE) **1:1**

Module include: Web design, Game Design, Interactive Documentary, Data Visualisation, Animation, Video Production, Video Editing, Photography, Wordpress.

Projects: Improving User Experience for apps. Case Studies: Natwest Premier App, Lost Cove Festival App, Rathbones Greenbank Investment App.

EXPERTISE

User Experience, User Research, Usability Testing, Wireframing & Prototyping, Managing migration, Design thinking, Agile, identifying, understanding, and solving business and customer problems.

TOOLS & SOFTWARE

Figma, Sketch, Adobe XD, Invision, Prototipe, Zeplin, Userzoom, Adobe analytics, After effects. Premier Pro, Final Cut, Wordpress, Confluence, Jira, Unity, Playbook, HTML/ CSS.

