

**Graham Bell** - Senior UI focused UX Designer based in Brighton.

*Impactful, intuitive, human-centered design that enhances, encourages and simplifies user interaction to help solve real world UX/UI problems.*

I design and build high quality User Interfaces for software applications. From mobile games to payment platforms to complex clinical trial tools for the health-tech sector. I approach all projects with the same goal; to provide the most efficient UX solutions for the increasingly diverse needs of the end user. Every single component that makes up the UI must serve a functional purpose. The underlying aesthetic must be uncomplicated, captivating and clear. In an ever-changing digital world I excel at creating engaging, practical interface designs that are accessible to all.

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### Skills and experience

- Design System and Pattern Library development
- 2 years working exclusively with the GDS and prototyping kit
- **SC Cleared until 11/09/2035**
- Sketching, wire-framing and prototyping
- Conceptualisation, mock-ups and visual design
- Designing layouts to meet responsive design principles
- Hand-coding semantic HTML and well-structured CSS
- Interaction and animation design
- Optimising for speed, efficiency and scalability
- Client facing confidence - working as part of a project or campaign team
- Direct collaboration with other team members and stakeholders
- Contributing to documentation and creation of knowledge base
- Developing and implementing corporate brand style guides
- Meeting industry standard accessibility standards (WCAG 2.1)
- Adobe Creative Cloud
- Agile development practices
- Print design
- Interfaces/code adheres to WCAG 2,2 Web Content Accessibility Guidelines
- ScrumMaster Certified.

## Work Experience

### *UX / UI Designer, Atos, October 2022 – November 2025.*

Atos are a next-gen technology leader. I worked in a Scrum team developing applications for the UK Government. I supported the end-to-end design of new digital products and services using the Government Design System (GDS) and their outlined Principles. I constructed wire-frames and rapid prototypes that were handed over to a team of developers and used to demo the proposed solution to the client. Using tools like Mural, Figma and the GDS Prototyping Kit I produce user flow diagrams and interactive screens that help map out and demonstrate user journeys through various Government online services. Experienced in seamlessly transitioning work to engineers while ensuring top design quality at launch. Priority was delivery of top quality Human-centred, accessible digital products and service design.

### *UX / UI Designer, Panivox Ltd, October 2022 - present.*

Working alongside a talented team of designers and engineers to build a world-class immersive storytelling app. The app (RichCast) is a player, editor and Publishing Platform for Interactive Stories and More. My role is to review the existing UX then conceptualise, design and develop improved user flows, interactions and overall intuitiveness throughout the app. My responsibilities include the creation and maintenance of the RichCast design language for use across all digital and print mediums.

Main responsibilities: Creation, evolution and maintenance of our design system. Design asset management. Wire-framing and prototyping. 2D Visual Design. Concepts and mood boards. Front end coding for rapid, responsive prototypes. Bridging the gap between the design and development teams. Taking ownership of the brand and enforcing brand consistency.

### *UX / UI Designer, FunFair Technology June 2021 – August 2022.*

Working in collaboration with the Creative Director, Product Managers and Front End Developers I illustrate design ideas using storyboards, process flows and wire frames. I convert that UX research into graphic user interface elements and visual designs for mobile and desktop interactive games, NFT marketplaces and web 3.0 applications.

One of the main focuses of my role is to develop UI mock-ups and prototypes that clearly illustrate how sites and product function and look, whilst also identifying and troubleshooting any and all UX problems or potential end-user issues.

I create original graphic designs and present rough drafts to internal teams and key stakeholders, working closely with a number of departments.

*Lead UX and UI Designer, WPM Software March 2020 - June 2021.*

My role at WPM Software was to create, integrate, deploy and maintain a new Design Language, Design System and Pattern Library to ensure quality and consistency across all WPM products. The entire suite of WPM software applications was in need of modernisation both aesthetically and structurally. My primary task was to develop and style a custom, mobile-first optimised UI framework to provide productivity and connectivity empowerment to both our able-bodied and disabled users through heuristic, inclusive design methodologies.

I achieved this by anticipating the needs of our users through research, testing, and highly focused UX practices including information architecture development, wire framing and rapid prototyping.

Working with a team of developers and reporting directly to the Director, I was responsible for visual design, typography, iconography and front-end coding. And combining it all to create a cohesive, intuitive, accessible Design Language that the team at WPM Software can use for many years to come.

*Lead UX/UI Designer, IQVIA April 2016 - March 2020.*

Extensive experience in designing and shipping software products. IQVIA deliver integrated information and technology solutions that drive healthcare forward. I was heavily involved in the entire UX and UI process, delivering design and UI solutions from concept generation through to delivery. Working with Data Scientists and Software Engineers I worked in a Scrum team in an Agile environment creating cutting edge SAAS Applications

*Senior UI and Digital Designer, Chroma Sports — 2014-2016*

Chroma create digital sports products for companies such as SKY Sports and Channel 4. Employed by Chroma to bridge the gap between design and development and to create intuitive user interfaces for their websites and applications. Involved at every stage of the planning, design and build process I ensured the design and development teams communicated effectively to produce top quality work at every stage of the project.

- Agile working environment/collaborative working
- Understanding user/business needs
- Rapid, iterative low and high fidelity wire-framing and prototyping
- Concept development
- Visual design
- Production standard Front-end coding (HTML/CSS/JS)
- Full Adobe CC suite.

*Creative Specialist, Rittman Mead — 2012-2014*

Rittman Mead are a leading global software consultancy firm with offices and consultants around the world. I worked as the in-house design department and brand guardian. It was my responsibility for ensuring consistency across all marketing material both digital and print.

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#### *Senior Digital Designer, CWT — 2011-2012*

CWT are a web design and technology agency specialising in the travel sector. As part of the design team at CWT I was responsible for the UI/UX, design and front-end markup of a variety of websites.

- Understanding user/business needs
- Rapid, iterative low and high fidelity wire-framing and prototyping
- Concept development
- Visual design
- Production standard Front-end coding (HTML/CSS/JS)
- Full Adobe CC suite.

#### *Senior Digital Design, Study Group — 2009-2011*

Study Group employ around 2000 people in offices across the globe, I headed the digital design team in the creative services department here in Brighton. I worked closely with the 8 print designers and 10-strong team of web developers to create online material for Study Groups vast portfolio of brands. I was responsible for managing digital design workflows and prioritising projects as well as designing and front-end coding landing pages, micro-sites and full, CMS driven e-commerce sites. I was involved with large projects from the start and every step of the way right through the UI process to launch.

- Understanding user/business needs
- Rapid, iterative low and high fidelity wire-framing and prototyping
- Concept development
- Visual design
- HTML email and marketing
- Flash banner and website design (Actionscript)
- Production standard Front-end coding (HTML/CSS/JS).

#### *Senior Digital Design, Cactus Language — 2007-2009*

I designed and maintained 7 e-commerce sites that sold language courses worldwide. I was responsible for a junior designer and managed my own workflow whilst constantly coming up with new ways to promote products online.

#### *Freelance Digital Designer — 2005-2007*

Included work at Wilddog Design and White Hat Media. Working on a diverse range of projects, I gained a huge amount of industry experience working with some great people on some fantastic brands. My time as a freelancer was massively beneficial in terms of learning how to manage my time, clients and projects resulting in me becoming a much more rounded creative professional.

#### *Digital Designer, Epic — 2004-2005*

Worked as a graphic and digital designer on a variety of large e-learning projects.

#### *Kabel New Media, Digital Designer — 2003-2005*

My first position within a dedicated design agency. I built Flash and HTML websites for some large clients including Suzuki, Toyota and Puffin Books.

#### *Aepona, Digital Designer — 2002-2003*

Worked in Belfast for a start-up telecommunications business. I was heavily involved in web and digital design projects and I designed print adverts and promotional material included recruitment advertisements that appeared in the national press.

#### *Logica, Digital Designer — 2000-2002*

Worked in the marketing team for a Dublin based international telecommunications firm. It was with Logica that I gained my first experience with HTML and design for the web by building the companies intranet sites.

#### *Brighton & Hove Council, Desktop Publisher - 1997-2000*

Apprentice print and layout designer.

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