



# Ed Wroblewski

SEPTEMBER 2023

I am a user-centred designer with over 15 years experience. I have worked within start-ups, established agencies and public sector clients. My core skills are in creating user flows, sketching out features, to creating and iterating clickable prototypes. My background is in visual design/UI design. I apply the craft of design principles in my work. Employing user-centred approaches that delight users, creating value in products and services.

## EDUCATION

### Bachelor of Design in Digital Media

Letterkenny Institute of Technology, Ireland, 04 - 05. I received a 1st class honours degree

### National Diploma in Design, Visual Communications

Letterkenny Institute of Technology, Ireland, 01 - 04. I received a (2/1)

## EXPERIENCE

### Interaction/UX Designer (freelance)

Dec 22- Present. Remote, **Version 1**

### Interaction/UX Designer (freelance)

June 22- Dec 2022. Remote, **Kainos**

### Interaction/UX Designer (freelance)

June 18 - June 2022. Worthing/Remote, **HMRC**

### Lead UX Designer (freelance)

Sep 17 - Mar 18. London, **Runpath**

### Lead UX Designer (freelance)

April 17 - Aug 17. London, **Human After All**

### Lead UX Designer (freelance)

March 17. London, **FEIN**

### Lead UX/UI Designer (freelance)

Nov 16 - March 17. London, **Method**

### Senior UX/UI Designer (freelance)

Aug 16 - Nov 16. London, **Sapient Nitro**

### Lead UI Designer (freelance)

May 16 - Aug 16. London, **Head**

### Lead Product Designer (freelance)

Jan 16 - April 16. London, **Findmypast**

### Lead UI Designer (freelance)

Oct 15 - Dec 15. London, **BCG DV**

### Senior UX/UI Designer (freelance)

May 15 - Oct 15. London, **Sapient Nitro**

### Lead UX/UI Designer (freelance)

July 14 - May 15. London, **Barclays**

### Senior UX/UI Designer (freelance)

April 14 - July 14. London, **Monitise Create**

### Senior UI/Visual Designer (freelance)

Dec 13 - Mar 14. London, **Digitas LBi**

### Senior UI/Visual Designer (freelance)

Aug 13 - Dec 13. London, **Entrago**



## Version 1

Dec 2022 - Present

I was the lead UX designer working on a new native app for the Department for Transport (DFT). The app records roadside collision information within forensic investigation units. I worked on the project from Alpha through to Beta phases of development. I designed a user-centred experience based on user needs. I used the .GOV design system (GDS) to design flexible and adaptable designs. Because of the unique nature of how forensic investigators gather information, I had to develop bespoke components and patterns. These designs reflected how forensic investigators completed tasks at a collision scene.

I developed new features, taking advantage of native functionality of tablet devices. This allowed for:

- the streamlining of data collection
- using spoken audio to transcribe and populate fields
- using public databases to pre-populate vehicle information
- using the stylus to draw and annotate

User needs were validated through user testing, allowing us to challenge stakeholder requirements. Styleguides and documentation had to be created to feed development cycles and address complicated edge case user scenarios. I also instructed and mentored a junior designer in designing specific sections of the app that needed rework during design iterations.

## HM Revenue & Customs (HMRC)

June 18 - June 2022

Working within payments at HMRC was very collaborative and focussed on the needs of users. We inherited a service for paying tax in instalments for overdue customers. The service had a very low CSAT scores and low completion rates. This was due to a complex journey which reflected strict business requirements. Working with the GDS prototype kit, I updated the service. Using best practice design patterns and components to overhaul the end to end journey and simplify the user flow. Once the new service was released it became clear that all metrics were improving. The most rewarding aspect of working on this project was hearing from users how we improved their lives by offering a flexible, personalised payment plan online.

HMRC was the 1st gov department to adopt open banking to offer new payment methods. Integrating open banking led to a reduction in cost to process payments for both HMRC and the user. We further enhanced the payment method by allowing users to schedule a payments. We conducted thorough research to shape the payment method whilst streamlining user journeys. With the work our team produced we saved tax payers millions of pounds in payment processing fees.



## Runpath (part of Experian)

September 17 - March 18

Runpath is a FinTech company within Experian. I worked on digital transformation projects in the mortgages sector. Leveraging customer information (credit rating) and gamifying the onboarding experience. Conducting workshops and engaging users to overcome barriers in applying for mortgages. I mapped out user flows backed up by hypothesis that linked back to customer needs.

## Human After All

April 17 - August 17

I worked on a new platform in collaboration with the World Bank and The World Economic Forum. The platform analysed the impact of organisations products & services in developing countries. Organisations would identify and improve their sustainability within their supply chains.

Working as lead UX designer I gathered requirements and mapped out key features. I then iterated wireframes in sketch to create clickable prototypes. I led the look and feel to develop a design language that would compliment both brands. I then art directed a UI designer to roll-out visual designs across key screens & features.

## Method

Nov 16 - March 17

Working with Method we engaged clients in workshops to gather research. Understanding customers needs as well as interview stakeholders and host ideation sessions. This gave us deep insights into the problems we were designing solutions for.

I lead UX design on The Economist 'Espresso App' which was a short form daily news content for users to consume over a coffee. We added a quiz feature to test users knowledge and to reivew their daily knowledge. This allowed users to see their reading habits and improve their knowledge in other areas of world events.

## Barclays

July 14 - May 15

I worked as part of a large inhouse design team at Barclays Canary Wharf HQ. I designed a wide range of digital experiences; from trading dashboards, web portals, job boards and a large internal platform. 'Barclays Now' was an in-house app store where colleagues could personalise their experience. Users would tailor news content, communicate across divisions, action tasks and receive notifications. We tested ideas and prototypes with colleagues worldwide. Capturing user needs within different cultures, time zones and environments.