



# Ed Wroblewski

APRIL 2020

I am a multi-disciplined designer with 15 years experience across a variety of sectors in both agency and client side design teams. My background is in visual design/UI design; I have worked on digital projects from concepting, transforming digital brand guidelines to defining & documenting visual styleguides. More recently I have transitioned into hybrid UX/UI roles as well as pure UX roles; from creating user flows, sketching out features, to creating clickable prototypes. I am a well rounded designer who understands the craft of design and user centric approaches that delight users and create value.

## 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)

June 18 - Present. Worthing, 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

### Senior UI/Visual Designer (freelance)

May 13 - Aug 13. London, BSkyB

### Designer/Art Director (freelance)

July 12 - Dec 12. London, Brilliant Basics



## HM Revenue & Customs (HMRC)

June 18 - Present

Working within a collaborative and multi-disciplined team as a UX designer, I focussed on the needs of users, as evidenced by research and user testing. We inherited a service for paying Self Assessment in instalments. The service initially had very low CSAT scores and low completion rates, which fundamentally was down to an overly complex journey. I was able to validate findings and recommendations through user testing to overhaul the end to end user experience. I prototyped high fidelity HTML journeys using best practice GDS standards and patterns. Having dramatically improved our core hypothesis of simplifying the journey, we passed public beta assessments 1st time and were able to meet the peak take up period. Working on services that not only solve business needs but actually improved peoples lives has been the most rewarding aspects of working within GOV.

## Runpath (part of Experian)

September 17 - March 18

I was lead UX designer across several key Experian products for this innovative FinTech agency. I joined at a time when Experian not only acquired the agency but several other companies with the aim of transforming traditional services into digital products using Runpath technology. I was instrumental in my role in one such digital transformation project in the mortgages sector. I worked with an external agency to guide them in their research and development of key features and product vision. Working closely with a product manager and user researcher; we mapped out user flows backed up by hypothesis that linked back to customer needs. I conceptualized ideas for features and user centric approaches to complex elements of key pages. We would rapidly iterate wireframes and produced prototypes that our research agency could develop further and test with customers.

## Human After All

April 17 - August 17

I worked on an extremely complex visualisation tool; which was a collaboration with the World Bank and The World Economic Forum. The purpose of the tool was to analyse the impact of organisations products & services in developing countries. Organisations would identify areas where they could improve their sustainability within their supply chain & manufacturing processes; or learn how to improve conditions from other case studies.

Working as lead UX designer I gathered functionality from both clients and interpreted the requirements by mapping out key features. I then iterated wireframes in sketch to create clickable screens to demonstrate the core flows of the product. During design sprints 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 was extremely varied and research led. During a typical project kick-off we would conduct design workshops with clients, to understand their customers needs as well as interview stakeholders and host ideation sessions. This gave us deep insights into the problems we were designing solutions for.

As lead UX designer on projects for The Economist and Sage I collaborated closely with user researchers to create story maps and user journeys. I mentored junior members of the team and directed the UI concepts which would bring the key moments in the experience map to life.

## Head

May 16 - August 16

I was lead UI designer on both the Electrolux & AEG ownership experiences for their responsive website. I worked closely with a UX designer to map out journeys and create sketches & wireframes of key screens. It was a fast paced environment where we were designing and delivering features in successive sprints. We would then pair up with developers to ensure key features would be implemented in the best way.

I fostered a new design process within the team, and wider agency; to deliver complex user flows in Sketch using the Zeplin plugin. Mentoring a junior designer was also part of my remit which I really enjoyed and helped deliver a broad range of features across both brands simultaneously.

## Findmypast

Jan 16 - April 16

Working as lead product designer I produced end to end experiments for new customer on-boarding experiences. I created customer flows and sketches to rationalise a more user centric approach. Working on from wireframing flows to then craft the UI screens in Sketch; finally making clickable prototypes in InVision for user testing. Designs would then be developed further based on customer insights from user testing and delivered to the dev team in an agile environment.

## Boston Consulting Group (BCG DV)

Oct 15 - Dec 15

I was lead visual designer working on future vision concepts for BNP Paribas. I worked closely with a UX architect to map out user journeys and create a clickable visual design prototype in Marvel. We produced concepts for a consumer savings product and a high end wealth management dashboard.