

Tim Penton

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UX designer with a breadth of experience in both physical and digital products. Used to working with household brands of Nike, Ferrari, and Tesco. Looking for the next exciting UX role that will allow me to be closer to the user, and meet their needs.

Key Skills

- Prototyping designs to present to clients.
- Using Quantitative & Qualitative research to identify product requirements.
- Methodical approach to problem solving.

- Figma
- Sketch
- Invision Studio
- Adobe XD
- Lookback
- Proto.io
- Clicktail
- Brightedge
- HTML
- CSS3
- Github
- Axure

Interests

- Motorsport
- Karting
- Road Cycling
- Triathlon
- Kickboxing



Portfolio

Web: timpenton.com/portfolio

Career

Experience Designer | TH_NK & EPAM | Sept 2018 - present

- LV= Chat bot. Working with the Product Owners and Solution Architects to design the conversation flows used for a Proof of concept that would gather customer's needs & details before passing the customer to a relevant agent.
- Knight Frank. Designing the site that caters for Knight Frank's flexible office space proposition, which led to TH_NK being briefed on the redesign of their UK website. Each project involved user testing where I helped with both moderating & observing.
- VUE cinemas. Designing the flows, messaging and page designs on mobile & desktop for Dynamic pricing, that looked at how the pricing proposition could be amended to move customers from purchasing tickets at the venue to buying online.

UX Designer | Cheil | Jan 2018 - Sept 2018

- Design of the Samsung configurator, used for the Galaxy S9 launch, which involved meeting the briefs of the UK & European markets. Designing wireframes, user journeys & site flows to allow the developers to build one consistent configurator across all markets.
- Creating User Journeys and Wireframe concepts for a Samsung application that adds to customers instore shopping experience, using NFC scanning to find out more information.

UX Consultant | The Workers | Aug 2017 - Sept 2017

- One Month freelance project, Designing Wireframes for film studio Nexus new website.

Groceries Online Digital Designer | Sainsbury's | Feb 2016 - Jan 2018

- Identified the need & instigated the change to the page building process to a Atomic structure. Speeding up page build & reducing errors for our producers.
- Working with Developers & Product owners to Design & build new components when migrating CMS from Teamsite to Magnolia.

Product Design Technologist | TESCO | July 2011 - Oct 2015

- Using quantitative & qualitative data and British Standards to determine product requirements.
- Using my customer & product knowledge to advise on the information architecture & taxonomy of our product listing & detail pages.
- Managing artwork process, briefing design agencies on photography & translations.

Frontend Developer | AKQA | Nov 2006 - July 2011

- Client work for Sainsbury's, FIAT, Royal Navy, Sky. Prototyping Design for Ferrari website.
- Led a content producer team. Leading Scrums & Managing website updates for Nike.

Graphic Designer | Stevenage Leisure Limited | Nov 2004 - July 2005

Courses & Education

- Designing Voice Interactions - MUXL 2018
- UX Academy - MUXL 2017
- Dunnhumby Induction - TESCO 2014
- Product Risk Assessment - TESCO 2011
- Design Principles - Central St Martins 2008
- HTML Developer - W3Schools 2007

2002 - 2006 Brunel University Product Design 2.1 BSc (Hons).
2001 - 2002 University of Hertfordshire Foundation in Engineering.