

# 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.
- Developing Digital products using HTML5 & Photoshop.
- Using Quantitative & Qualitative research to identify product requirements.
- Methodical approach to problem solving.

- Photoshop
- Illustrator
- Proto.io
- Balsamiq
- Clicktail
- Brightedge
- HTML5
- CSS3
- Github
- Magnolia
- Sketch
- Axure

## Interests

- Motorsport
- Karting
- Road Cycling
- Triathlon
- Kickboxing



## Portfolio

Web: [timpenton.com/portfolio](http://timpenton.com/portfolio)

## Career

### UX Designer | Cheil | Jan 2018 - present

- 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. Allowing Samsung to clear the design of their store shelving.

### 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.
- Note taking in User Testing sessions for Global nav & Checkout project.
- Involved in the migration of the new CMS from Teamsite to Magnolia. Working with Front End Developers and Product Owners to build & design new components.
- Responsible for the design & build of internal website, including style guides that help producers when building content, & a supplier site that guides suppliers through the booking process when advertising on Sainsbury's.
- Designing and building content that is accessible and semantically correct, meeting Web accessibility guidelines.

### Product Design Technologist | Tesco | July 2011 - Oct 2015

- Working within General Merchandise I produced design briefs for the product ranges Fitness, Luggage, Outdoor toys & Camping for UK & CE.
- Making sure British Standards, on Ergonomic & safety grounds were met.
- Using customer feedback, sales data, to determine what design changes were required, before briefing suppliers.
- For the Tesco direct website, I would use my customer & product knowledge to advise on the information architecture & taxonomy of our product listing & detail pages.
- Managing the artwork process which included briefing design agencies, writing packaging copy, briefing photography & translations.

### Frontend Developer | AKQA | Nov 2006 - July 2011

- Frontend developer for Sainsbury's, FIAT, Royal Navy, Sky.
- Prototyping website that helped AKQA win the Ferrari account.
- Led a content producer team. Leading Scrums & Managing website updates for Nike.
- Responsible for content updates, emails & style guides for Microsoft, Xbox, Nike, & Sky.

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

- Responsible for the marketing needs for multiple fitness sites across Hertfordshire.

## Courses & Education

- UX Academy - Mobile UX London 2017
- Design Principles - Central St Martins 2008
- Dunnhumby Induction - TESCO 2014
- HTML Developer - W3Schools 2007
- Product Risk Assessment - TESCO 2011

2002 - 2006	Brunel University	Product Design 2.1 BSc (Hons) Including
2001 - 2002	University of Hertfordshire	Cognitive Ergonomics, Graphics, Interfacing, Foundation in Engineering