

# Tim Penton

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Digital 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 and Photoshop.
- Using Quantitative & Qualitative research to identify product requirements.
- Methodical approach to problem solving.

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

## Interests

- Motorsport
- Karting
- Road Cycling
- Triathlon
- Kickboxing



## Portfolio

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

## Career

**Groceries Online Digital Designer | Sainsbury's** | Feb 2016 - present

- I 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.
- Building, and running workflow to track progress of new CMS components through design, build, QA and deployment.
- 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.

**UX Consultant | The Workers** | Aug 2017 - Sept 2017

- One Month freelance project, Designing Wireframe for film studio Nexus.

**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 pages.
- Managing the artwork process for packaging, which included briefing artwork with external design agencies, writing packaging copy, briefing photography & translations.

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

- Frontend developer for Sainsbury's, FIAT, Royal Navy, Sky.
- Refining user Journeys & wireframes to highlight potential issues to the end user.
- Prototyping website that helped AKQA win the Ferrari account.

**Senior Web Producer**

- Led a content producer team. Leading Scrums & Managing website updates for Nike+, Nike Human Race, & Nike Football.

**Web Producer & Intern**

- 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

- 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

## Education

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