



Dickon Gray

Senior UX / Product Designer

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Education

The Interaction Design Foundation
User Experience Research and Design

Yoobee School of Design
Front End Web Development and User Experience Design

Northbrook College
Media Arts

BAHSVIC
Art & Design
Psychology
Photography

Certifications

User Research
Methods and Best Practices

Gamification
Creating addictive UX

Gestalt Psychology
Digital design

How to create intuitive products
Imitating physicality

Overview

Senior product design professional with over 6 years client and agency experience, delivering successful user-centred digital experiences across multiple countries, languages and platforms. A proven track record taking products from early conception through to delivery.

Employment History

Senior Product/UX designer The Unit (GB) Ltd. 2020

Lead designer, on a project for Fidelity International. Delivering the most effective and engaging experience for the target audience.

Key responsibilities:

Facilitating workshops to develop relationships, increase stakeholder engagement and share ways of working.

Collaborating with stakeholders and in-house teams, building strategic relationships across the wider business to deliver effective designs to deadlines and within budget.

Presenting to key stakeholders; explaining strategies, justifying decisions and discussing expectations with clients and colleagues.

Designing a new Information Architecture. Utilising UX research and analytical data to guide decisions and help create a structure that the target audience could relate with.

Ensuring delivery of design assets, including but not limited to wireframes, flows and prototypes for the digital products.

Senior Product/UX designer Pfizer Digital. 2019

Leading a 'Design Thinking' approach to solve complex problems within a highly regulated industry.

Key responsibilities:

Leading teams through, empathy, definition, ideation and prototyping activities; allowing colleagues to actively participate, share ideas and deliver user-centred outcomes.

Collaborating with the Pfizer's 'Design Community' to align on standards for design principles and tooling.

Designing a scaleable Information Architecture, guided by in-depth user research and analytical data. Ensuring smooth navigation for a variety of users and a clear structure of adding new content.

Representing the digital team to present flows, concepts and designs to key stakeholders, colleagues and the wider business.



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Top skills

Strategy

Research

Information Architecture (IA)

Usability Testing

Communication

Collaboration

Wireframing and UI prototyping

Tool stack

Adobe XD, PS and AI

Figma, Sketch, InVision

Axure

HTML5, CSS3 and JS

Miro

Trello, Jira and Confluence

Experience Design Lead

Royal Sun Alliance (RSA). 2019

Leading 14 designers including, user experience, user interface and product designers. Delivering designs and innovative solutions across new and existing digital products.

Key responsibilities:

Managing the day-to-day output of the design team using agile design processes and patterns to ensure pace, quality, consistency and coordination.

Collaborating with key stakeholders across the business to plan and deliver effective designs to deadline and within budget.

Mentoring all levels of designers. Organising and leading team design reviews and regular 1 to 1 progression sessions.

Providing guidelines & leadership on sustainability in design, ensuring input from the wider business and maximise benefits in delivering sustainable assets.

Senior Product/UX designer

RSA digital. 2017-2019

Working on a digital transformation project creating a user-centred approach to the digital omni-channel customer journey across multiple products.

Key responsibilities:

Facilitating design sprints and ideation workshops to accelerate innovation within the business

Organising and running usability testing sessions to discover insights and build confidence in our work.

Creating clickable prototypes demonstrating concepts to the wider business and to test ideas.

Delivering high quality design assets and documentation, leveraging design systems for consistency and efficiency.

Design lead

Accordo Group Ltd. 2016 - 2017

Leading design in an agile, start-up environment. Responsible for all aspects of the UX/UI Design process across the SaaS product range.

Key responsibilities:

Developing simple, effective delivery processes to improve the production of design deliverables to time/cost/quality.

Ensuring consistency across digital platforms by implementing a design system.

Presenting to key stakeholder and the board; explaining strategies, justifying decisions, discussing expectations and evangelising design processes.

Mentoring and developing the design team, challenging the teams to drive efficiency across the programmes.

UX / UI Designer

Gray Elephant. 2014 - 2017

UX/UI designer working with a variety of clients including global agencies and independent start-ups delivering B2B and B2C digital products.