JASON COE

Senior UX / UI Designer

https://jason.co

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> **I became obsessed with a product's full journey. From usability, accessibility and interactions to visuals and emotions, I am dedicated to creating the best experience for the user.**

Profile

Proactive and detailed Senior UX / UI Designer & Digital Director with over 19 years proven end-to-end experience delivering enjoyable web and mobile products for some of the most recognisable global brands.

Extensively worked on brands within the FinTech, Healthcare, Retail, Manufacturing, and Tech industry across the UK, EMEA and Worldwide.

These range from companies like GSK, John Lewis, Fat Face, Nestlé, Ralph Lauren, Samsung, Siemens, Sanofi and also the Saudi Royal family.

With a perceptive understanding of technologies allows me to seamlessly collaborate with designers, developers, and project managers while strong communication skills ensure transparency with stakeholders.

Additional experience in the set-up and management of large scale teams, across multiple global locations, and within an Agile methodology has ensured the cohesive, timely and successful delivery of products.

Experience

Head of UX / UI

Base Alpha Ltd / Dubai, UAE / 2020 - 2021 (1 Year Contract)

Managed a team of UX / UI Designers across the middle-east for a tech start-up focused on deployment of state-of-the-art systems into businesses and enterprises throughout the region & Europe.

Worked closely with the Product Owners and Project Managers / Scrum Masters, within an Agile environment, to design platforms through to MVP.

- Researched & designed a smart-city platform (mobile & web) to facilitate traceability and operational intelligence for waste logistics in the Kingdom of Saudi Arabia. Partly funded and encouraged by the Saudi Royal Family
- Designed an Environmental based tool for public & business users to buy / manage / offset their carbon footprints
- Develop and presented task-flow & user-flow models, UI Specs, Design Specs, wireframing, prototyping and user-centred design principles working within WCAG 2.1 standards
- Collected objective evidence to substantiate areas where breakdowns / gaps existed within developing platforms.

UX / UI Digital Director & Senior Management Team

Bmore Group Ltd / Basingstoke, Hampshire / 2015 - 2020

UX / UI Digital Director responsible for the entire digital output for an established, award winning, digital agency within the Healthcare sector.

This multidisciplinary role demanded innovation in digital marketing and strategy, leading creative UI / UX design & development, Veeva & Content marketing platforms, VR & AR, Analytics / SEO / Social with the expectation of client services / account directing.

- 2019 Winner for 'The Creative Floor Healthcare awards'
- Secured a multimillion pound digital transformation project for a leading Healthcare provider
- Established employee career development programs
- Implemented processes and management software to effectively manage and monitor studio time with record base measure for success criteria
- Developed our own internal incubator to research & develop new technologies, within VR & Augmented Reality.

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Interests

A happily married family man, with keen hobbies, interests & activities.

Distance Running	Paddle Boarding	Peleton Spinning
Films, Music & Boxsets	Home DIY	Strategy Gaming

Software

Top level, non-exhaustive, list of software competencies.

Planning
Asana
Flowmapp
Miro

Prototyping Tools
Sketch
Figma
Adobe XD
InVision
Zeplin

Design
Photoshop
Illustrator
InDesign
Dreamweaver
After Effects
Premiere

Production
Jira / Confluence
Word / Pages
Excel / Numbers
Powerpoint / Keynote
GitHub

Experience (continued)

MD, Digital Director & UX / UI Designer
Surface Media Ltd / Wokingham, Berkshire / 2011 - 2015

As part of DES Communications Ltd, Surface Media was developed to lead and manage the digital projects within the group.

- Create a new digital arm of the group to work independently, as well as support the existing creative agency
- Day to day focus on the operational running of the company including full financial management of the P&L and reporting to the board
- Identified new personnel positions across Surface and recruited for those positions
- Achieved an annual growth percentage over 20%
- Planned production resources for deliveries across the studio teams.

Head of Digital
Cafecreate Ltd / Henley-on-Thames, Oxfordshire / 2007 - 2011

Digital Retoucher & Flash Designer
Freelance, London & Home Counties / 2004 - 2007

Education

BA(Hons) Media studies with Photography - 2:1
University of Bedfordshire, Bedfordshire / 1998 - 2001

Majoring in Photography but also focused on a broad range of offline and online digital media platforms including web, 3D & broadcasting.

A-Level Photography - B
Advanced GNVQ (Level 3) Media studies - Merit
South Devon College of Arts & Technology, Devon / 1996 - 1998

Main interests within film editing (analogue), sound production and black & white photography which included dark room processing & developing.

BTEC National Diploma in Computer Studies - Merit
GCSE English Language, English Literature, Mathematics - B
South Devon College of Arts & Technology, Devon / 1992 - 1995

After leaving school focused on improving key GCSE qualifications with an interest in computer programming as a possible career path.

AS Level Information Technology - C, 7 GCSE's (C-D)
Audley Park Comprehensive, Devon / 1987 - 1992

Main interests at school included Mathematics, Science and Information Technology. Very active sports person in PE and ran at county level for 100, 200 & 400 metres including relay.