

Kirit Patel // Interaction Designer

Work highlights

Various Jul 11 - Present

A series of small projects carried out in this period that included re-aligning a proposed design for an agency's website providing new wireframes that added more ideas encouraging greater user exploration. Created several user journeys for focus group testing - these were for a financial advisory client and were carried out in collaboration with senior consultants covering a multi channel strategy. Also helped improve the visual consistency for an energy company's microsite to entice customers to get buy more energy efficient products.

MerchantCantos Jan 11 - Jun 11

Designed and successfully launched website from concept to live in two months for a prestigious development company, involving stakeholder meetings and presentations. Designed screens for webcasting platform that will be used by many FTSE companies. Produced and presented designs for company site redesign.
www.merchantcantos.com

Headshift Aug 10 - Oct 10 and Sep 09

UX role aimed at improving user experience across a company's internal communications platform, looking at user behaviour through workshops, telephone interviews, user persona and journeys. The findings were used for a series of proposals made to the company.
www.headshift.com

Uffindell Jun 10 - Jul 10 and Jan 09 - Apr 09

Created initial design and brand proposals for a large financial regulatory body. Produced annotated wireframes based on user research. Designed initial interface concepts and style guide.

Designed key website pages for the British Computer Society - a professional computing body. Visualising to high brand standards on this multi functional site. Designing social networking, e-commerce pages as well as media player concepts working to DDA compliancy.
www.bcs.org | www.uffindell.com

Sit Up Shopping Jan 10 - Jun 10 and Oct - Nov 10

Senior design position working together with a specialist recruited team on the launch and build of a new e-commerce site. Designing all web pages, logo and brand elements as well as initial wireframes and research into e-commerce trends. Assisted in the production of presentation boards for Stakeholder meetings. Involved in workshops that led to a functional design document.
www.sit-up.tv

Kooma Sep 09 - Oct 09

UX design role providing user journeys. This was an agile environment working with new tools to rapidly produce wireframes that included e-commerce and registration pages.
www.kooma.co.uk

Aromatherapy Associates Aug 09

An information architect role to providing wireframe solutions for this established wellbeing brand and e-commerce site in a very short time frame.
www.aromatherapyassociates.com

The Law Firm Apr 09 - Aug 09

Lead designer of microsite promoting an internet-based competition using social media for one of the UK's oldest companies. Created wireframes, user flows and all web design and collaborating with an off shore development team.
www.mornflakevideocompetition.com

Wasabi (formally Passado) Jan 08 - Jul 08

Created wireframes and page designs for a European social networking site using web 2.0 concepts and behaviours. Focused on a white-label development programme. Worked with usability specialists. Played a key role in conceptualising new site logo.
www.uk.wasabi.com

Splendid Sep 07 - Dec 07

Specialist interaction design role consisting of client visits to understand their business needs. Developing user personas, work flows and scenarios. Tested concepts with low-level wireframes with client.
www.joslinrowe.com

Summary

10+ years experience
Creative flair
UX methodologies
Self starter
Team player

Usability DDA

Site flows

Wireframing

Concepts IA

Social Media

Photography

e-Commerce

Skills

Photoshop
OmniGraffle
Balsamiq Mockups
Flarebuilder
Dreamweaver
HTML basics
Usability issues
DDA compliancy
Mac/PC platforms

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Clinic Jun 07 - Jul 07

Designed templates for an online art gallery and auction site for remote client whilst working at this agency.
www.saffronart.com

Twentysix London Mar 07 - May 07

Worked with information architects and usability companies to provide the design rationale for the final designed pages for BMI.
www.flybmi.com

Complete Sep 06 - Oct 06

Improved National Rail online journey planner through better information design by working closely with information architects. Involved in testing with usability labs at key stages. Designed icons and graphics for the website.
www.nationalrail.co.uk

Digital Agencies Various dates

Roles at agencies including Proximity, Good Technology, VCCP and Corporate Edge. Key work included email campaigns for Eurostar, Shell and VW. Banner concepts for Alliance and design work for Microsoft.

Cheapflights May 05 - May 06

Designed email newsletters on a weekly basis, worked closely with the editorial and technical team supporting design updates for the family of Cheapflights sites. Familiar with technical restrictions of the medium and best practices of email marketing design.
www.cheapflights.co.uk

Wunderman (Y & R) Mar 02 - Dec 04

Produced an extensive quantity of image-based content for the Land Rover global websites in 2002 and 2004. Worked in a collaborative environment with the client, account directors, copywriters and creative director to provide the most appropriate photographic assets ensuring that they were all on brand for the individual vehicle types. Gained valuable experience of global site design.

A similar role was completed for Ford's UK site and microsites. Created promotional graphics and other supporting material for the brand.

Provided extensive design work for Motorola's global website including site assets and promos.

www.landrover.com | www.ford.co.uk | www.hellomoto.com

AOL UK Nov 99 - Nov 01

Began as a junior designer working for the CompuServe website. Promoted to online designer after nine months. Designed interfaces, icons and banners. Worked on new site launch in 2001. Successfully redesigned top-level pages across the site maintaining visual consistency and established a new production workflow.

Produced a number of visual assets for the CompuServe web browser including icon and screen design. Advised junior designers with their daily tasks by overseeing design jobs and demonstrating in-house techniques and procedures to produce site updates. Provided graphics for the localisation of products across AOL brands.

www.aol.co.uk | www.compuserve.co.uk

Personal Statement

As a freelance designer I enjoy interaction with a diverse range of people and projects. Always striving to embrace the processes and methodologies that I encounter through the experience. With an information design background I approach projects from a structured point of view whilst providing an appropriate visual solution for each brand and brief.

Moving forward I would like to design for multiple interaction environments that go beyond the web, utilizing the vast experience gained along the way. I see the discipline of Interaction Design becoming more important as we begin to interact with objects and interfaces in new ways on and off the screen.

Education

BA Graphic
Information Design
University of Westminster
London

HND Graphic Design
University College
Northampton

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