Sean Hills - Lead UX/UI Designer & Researcher | CV

Hi, I'm Sean, an award winning Lead UX/UI Designer & Researcher. I have 12 years industry experience successfully delivering end-to-end research, design and build digital products.

For full project case studies, please view my folio at: https://www.seanhillsdesign.com/

Career highlights
- **GOV UK Department for Education | My Apprenticeship App**
  iOS & Android mobile app targeted at 700,000 apprentices in the UK. End to end delivery from research through to concept, prototyping, user testing and build.
- **John Lewis & Partners | Partner App** - Award winning UX/UI & Service design, £4 million invested & successful go live in 49 UK stores.
- **Vodafone | My Vodafone App** - UX & UI redesign - Successful launch to 17 global markets, 25 million users.
- **Not On The High Street** - ECommerce Checkout Redesign
  Successful go live of a responsive web checkout UX & UI redesign. This provided 60% of the annual company revenue over the Christmas period.
- Shell Recharge iOS & Android App - End to end research, design and build product launch.

Industries
Telecoms - Retail & ECommerce - Media - Energy - Government - National Security - Military - Transport - B2B & B2C

My Skills

UX Research	**UX Design**	**UI Design**
Ethnography	Ideation	Figma - Auto layout
One-on-one Interviews	Wireframing	Figma - Prototyping
Survey Design	Low & high fidelity prototyping	Sketch
User Testing	iOS & Android App Design	Adobe
Workshops	Responsive Web Design	Design System Utilisation
Data Analysis	B2B Tooling Design	Accessibility
Competitor Research	Data Visualisation	Data Visualisation
Research Documentation		Typography

Soft Skills
Digital Strategy
Logo & Branding Design
Stakeholder Management
Video Editing
Social Media Marketing
Email Campaign Design
Recruitment

Career history

GOV UK Department for Education - Lead UX/UI Designer (Contract) - December 2023 - Sept 2024
I led the UX & UI design in an Agile team for an iOS/Android PWA mobile app targeted at the 700,000+ apprentices in the UK. This app aims to improve business KPIs such as apprentice retention by better meeting apprentices' needs and improving pain points. This project went through a full life cycle of research, concept creation and iteration using the Govt Design System (GDS), high fidelity prototyping into user testing, and finally build. The design was met with widespread positivity with the DfE, exceeding expectations and is aiming for full go live late 2024/early 2025.

News UK - Senior UX/UI Designer & Researcher (Contract) | Jan 2021 – June 2023
I led the UX research, and UX & UI design for 2 major pieces of internal tooling software for The Times & Sunday Times. These tools were used by journalists and editors to create and publish content for The Times & Sunday Times website, and other digital platforms.

Mumsnet - Senior UX/UI Designer (Contract) | October 2020 – Jan 2021
I redesigned the Mumsnet website's homepage and content pages, focusing on updated UX & UI designs. This required responsive web design, and updated colours and typography. These designs have since gone live.

Ministry of Justice (Judicial Appointments Committee) - Lead Interaction Designer (Contract) | July 2020 – October 2020
I led the research and design for a tool that would allow legal professionals to take their qualifying tests that would contribute to progression in their field. This required UX & UI design, using the Government Design System (GDS).

Not On The High Street - Senior Product Designer (Contract) | August 2019 – March 2020
I successfully led the UX & UI redesign of a new responsive e-commerce checkout for the NOTHS website. This redesign and build went live, bringing in 60% of the company's annual revenue over that Christmas period.

Shell Recharge - Lead UX & Service Designer & Researcher (Contract) | May 2018 – April 2019
I led the UX research and design for a new hybrid mobile app (iOS & Android) for people who drive electric cars. This went live in beta phase after 12 months.

John Lewis & Partners - Lead UX & Service Researcher & Designer (Contract) | October 2016 – May 2018
I led the UX research and design for a mobile app designed for the retail staff working in the John Lewis stores across the UK. Ultimately this product received a £4 million investment from the business, and went live in 49 stores across the UK.

BAE Systems - UX Consultant | August 2014 – September 2016
During my time at BAE Systems I worked as a UX Consultant, specialising in UX Research and Design, for clients such as Vodafone, The Ministry of Defence, The Royal Navy, Transport for London, Network Rail, and others.

Global Beach | Top 100 Digital Design & Build Agency
UX Designer | August 2012 – August 2014

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Thanks for your time,
Sean