




Luke Dooley

UI & UX Expert

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I'm a UX Designer with 5 years commercial experience in the retail, technology and banking sector. I have worked on internal systems, emails, payment and login flows, complex e-commerce interfaces and a whole suite of mobile applications including; iPhone, iPad, Android tablets and Android phones. I have acquired a deep knowledge of mobile design conventions, clean user interfaces and best practices. I specialise in the bringing together of all platforms, making sure user needs are first and foremost, business objectives are met and a strong design consistency throughout.

Once a solution and design has been achieved, I work very closely with developers in order complete projects to a high standard. To insure the best possible outcome I create detailed style guides, provide assets and maintain regular communication with the stakeholder / client or team involved.

Colleagues know me as a creative individual who can be depended on to keep to strict deadlines, suggest alternate approaches or new ideas. I am passionate about UX and strive to better my skills so I can continue to create world-class products.

UX Designer @Ocado Technology

DEC 2011 - 2015

As a UX Designer, I am responsible for producing world-class user experience solutions for Ocado across all its channels, including web, mobile and internal systems. I collaborate with other UX Designers, Information Architects and Developers and maintain ongoing communications with key business stakeholders in order to create outstanding digital solutions. This position has allowed me to work on numerous projects which are used by thousands of customers as well as Ocado employees daily.

- Creating end to end solutions from wireframes to development
- Producing high quality, pixel perfect UI designs
- Generating UI elements for websites and mobile apps including; iconography, button libraries, colour palettes and transitions / animation
- Collaborating with IA, web and mobile developers
- Meeting deadlines while handling multiple projects

Director / UX Designer @Vamp Media

JUN 2014 - MAY 2016

Being a part of this small media company meant that I could continue to work on UX projects outside of Ocado in an effort to further my skills and knowledge. As our clients have varied briefs I am able to come up with solutions and designs for any industry, thus broadening my skills as a whole. It also means I have other responsibilities, key is communicating with clients to effectively interpret briefs to ensure that they are happy with the proposed solution and implementation.

EDUCATION

BA @University of Hertfordshire

2:1 Bachelor of Arts (B.A.), Interactive Media Design

2009 – 2011

B-TEC @Barnet College

Distinction Distinction Merit, Multimedia Design

2005 – 2007

UX UI Designer @HSBC

NOV 2015 - MAY 2016

Responsible for undertaking UX or Visual design activity following user centered design methodology in order to create "Best In Class" experiences for the Public Websites, Internet Banking, Share dealing and Mobile.

At HSBC I undertake all aspects of design activity from concept to customer testing. Producing initial sketches, wireframes, clickable prototypes, hi-fi screen designs. While maintaining good communication with the business analysts and project managers. I have worked with the French team and have designed and implemented new journeys and features for the French Mobile Banking apps for iOS and Android. While at HSBC I have also worked on varied projects for M&S Bank and First Direct.

UX UI Designer @Barclays

MAY 2016 - PRESENT

At Barclays I identify, design and implement improvements to existing products, services and experiences across the Barclays Group. Partnering with individual or multiple areas within the business. Once a solution or improvement has been identified, I start sketching and prototyping the early concepts until the product is at a good enough stage to create the detailed designs.

I also support other designers, while clearly communicating the design approach, process and timelines to business stakeholders.