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## Skills

After Effects  
Agile Methodology  
AngularJS  
ASP  
Axure  
BOO  
Celtx  
CSS3  
Dreamweaver  
Excel  
Git  
HTML5  
Illustrator  
InDesign  
Javascript  
Jira  
jQuery  
Photoshop  
PHP  
Premiere Pro  
SaSS  
Visual Studio  
Word

## Freelance Art Director / Digital Designer. CXLA Ltd.

March '99 – Present. Worldwide.

- Concept, create and code ecommerce/brochure websites, produce print materials, t-shirt graphic design, photography and, shoot, edit & animate video.
- Predominantly, work with businesses to create or improve their online visual appearance, communication and usability.
- Consult with smaller companies and start-ups to define project plans, creative objectives and direction and help improve and clarify their business models.

## Founding Creative CX Designer / Developer. Netwealth Investments.

September '15 – June '16 & January '17 – April '17. London, UK / Remote.

Fintech specialising in personal discretionary wealth management online application.

- Gather and define requirements meld them into user stories and visual designs.
- Deciding to bypass wireframing and high-fidelity PS designs for a straight-to-code iterative approach allowing stakeholders to feel the multi-platform web application before the final go-ahead.
- Design journeys using HTML/CSS with jQuery/Angular. Within an Agile methodology seeing initial ideas to site live within a week or so.
- Responsible for the brand's look-and-feel (logo, colour palette, type etc.), plus conceptualisation and final advertising artwork, design and sourcing pre-launch printed marketing materials.

## Senior User Interface Designer. Best Buy Canada.

August '14 – June '15. Vancouver, Canada.

Consumer electronics corporation and most visited ecommerce website in Canada.

- Working between waterfall and agile methodologies to modernise UI of pre/post purchase journey, mock-up designs and conceptual code for enhancement projects across desktop, mobile and app.
- Work closely with developers, supply direction and sign off on final product.
- Create Marketplace brand elements, iconography and usage guidelines.
- Improve UX to search results and product collections. Source requirements, wireframe design and, write developer specifications.
- Help introduce bi-weekly UX/UI/Dev meetings to share work and inspiration, run a design jam/hack-a-thon and, plant seeds with PMs to move from waterfall to agile environment and, analytics led upgrades.

## Senior Digital Designer. TUI Travel / Thomson Holidays.

January '14 – June '14. Luton, UK.

Britain's largest leisure travel group, operating in 180 countries with 30 million customers.

- Sole UI designer and apart of the UX team of 3 working on the full ecommerce journey for Thomson Airways working in agile. Designing for desktop, tablet and mobile.
- Visual designer and co-run a 3 day UX design jam for Thomson Holidays. Create from scratch a new search filtering functionality. Design polished high-fidelity designs for mobile and desktop, consult and art direct developer team, to quality-check production look-and-feel.
- Sole designer and developer for TUI Design Hub, a CMS/portfolio platform for the company design department to share visuals and brand guidelines with internal/external agencies.

## Clients

Adam Smith Int'l  
Anheuser-Busch InBev  
Blink Modelling Agency  
Brunswick Int'l Finance  
Climate Group  
Computacenter  
Concern Int'l  
Conqueror Paper  
Contiki Travel  
EDF  
Eat Natural  
Esprit Clothing  
Eurosport TV  
Fenchurch Clothing  
G4S Security  
GOOP  
Keith March Constructions  
Living TV Group  
London Music Academy  
Magnific Rock Hotel  
Natural History Museum  
PartyGaming  
Property Finder  
Ride BMX Magazine  
StudioCanal  
Teddy Smith Clothing  
Transfunction Print Studio  
Venus Motor Company  
Vodafone  
Young Presidents' Org.

## Senior Graphic Designer / Frontend Developer. Tesco / F&F Clothing.

June '13 – September '13. Welwyn Garden City, UK.

Second-largest general merchandise retailer in the world and leader of groceries in the UK.

- Create unique interactive marketing materials for desktop site. Notable accolade having one design picked up for a national fashion periodical.
- Design responsive emails and lay out new system of working with content teams to improve efficiency of pre-production.
- Product foundation materials of site redesign with UI research and conceptualisation.

## Global Web Designer. The Travel Corporation / Trafalgar Travel.

December '09 – May '12. London, UK & Perth, Australia.

Travel and leisure group operating 24 brands in 60 countries with 1.5 million customers.

- UI lead creative for overhaul of B2B and B2C desktop sites. Requirement gathering from 7 international markets and delineate through wireframes an improved pre/post purchase journey for approval then design high-fidelity pages and UI elements.
- Design and front-end develop social community platform and, experiment a workflow going straight from wireframe to development.
- Work closely with analytics team to monitor user experience and alter designs/code to adapt for maximum conversion.

## Lead Digital Designer. BlueSteel Productions.

September '08 – August '09. London UK & Los Angeles, USA.

Creative agency specialising in fashion and lifestyle.

- Lead projects of design and development of responsive brochure and eCommerce websites. Obtain and refine business requirements and, project dependent take-on or manage other's progress from conception to completion.
- Run creative think-tank workshops with other designers to brainstorm new ideas for visual design and televised entertainment.
- Consult and assist with modelling photoshoots, editing and scriptwriting.

## Creative Founder. Ginx TV Entertainment.

June '06 – June '08. London, UK.

Multi-media broadcasting network franchise. The MTV for video gaming.

- Conceive look, feel and values of the brand. Define and create video guidelines. Design promotional materials for TV and web.
- Project manage 'one-and-done' online scheduling software tool. Undertake research and wireframe design, outline development requirements, algorithm specification and, look after developers.
- Establish business connections and network with gaming publishers to obtain content.
- Oversee remote editing team to meet deadlines and direct/approve their output.
- Devise logistical planning for channel delivery, travel to and work with production teams to educate broadcast partners on how to run the franchise.

## Senior Designer. Extreme International / Extreme Sports Channel.

June '06 – June '07. London, UK.

International extreme sports TV network with over 30 subsidiary brands.

- Co-manage the creative department. Design assets for web, TV, print/packaging, apparel and, interior design.
- Handle business partner design requests, mentor juniors and, hold company meetings for new creative direction and business ventures.