

Rupert Burr  
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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 Designer. CXLA Ltd.

March '99 – Present. Worldwide.

- I concept, create, code e-commerce/brochure websites for lifestyle and corporate businesses. I've added arsenal of producing brand and print materials, graphic design, shoot photography, edit and animate video.
- Work with businesses to make from square one (or improve their existing) off/online visual appearance, usability, copywriting and communications.
- Consult with smaller companies and start-ups to define project plans, creative objectives and direction and help improve and clarify their business models.
- Clients in UK, China, USA, Nicaragua, Sierra Leone, France, UAE and South Africa

## Founding Designer. Netwealth Investments.

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

Fintech, personal discretionary wealth management web application.

- Product design, gather and define requirements and meld them into user stories and visual designs, within an agile methodology .
- Depending on deadlines: requirements are wireframed, high-fidelity designed or coded straight to application with an iterative approach.
- The latter proved a quicker builds (ideas to live within a week), allowing stakeholders to feel the web application before sign off.
- Graphic design, conceiving and creating the brand's look-and-feel (logo, colour palette, type etc.), plus production of print advertising artwork and design marketing materials.

## Senior User Interface/Experience Designer. Best Buy Canada.

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

Consumer electronics corporation and most visited e-commerce 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 the Best Buy Marketplace brand elements, iconography and usage guidelines.
- Improve UX for search results and product collections. Source requirements, wireframe design, conduct presentations 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.

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

- Thomson Airways: Sole UI designer and apart of the UX team of 3, working in agile to create the full e-commerce journey and information pages, across all platforms.
- Thomson Holidays: Visual designer and co-run a 3 day UX design jam. Create an alternative search filtering functionality. Design polished high-fidelities for mobile and desktop, consult and art direct developer team, quality-check production results.
- TUI Design Hub: Sole designer and developer for this CMS/portfolio platform for the design department to share visuals and guidelines with internal/external agencies.

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#### 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 UK leader of groceries.

- 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 User Interface/Experience Designer.** Travel Corporation / Trafalgar Travel.

December '09 – July '11 & October '11 – May '12. London, UK & Perth, Australia.

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

- UI lead creative for overhaul of B2B and B2C e-commerce sites. Gather requirements and approval from 7 international markets. Delineate through wireframes to improve pre/post purchase journey, then design high-fidelity pages and new UI elements.
- Design and frontend develop social community platform and, experiment a workflow of going straight from wireframe to development, which proved successful.
- Work closely with analytics team to monitor user experience and alter designs/code to adapt for maximum conversion.

#### **Senior Digital Designer / Frontend Developer.** BlueSteel Productions.

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

Creative agency specialising in fashion and lifestyle.

- Responsible for design and development of responsive brochure and e-commerce project. 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 photo shoots, videoing, 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 print, TV and web.
- Project manage 'one-and-done' online scheduling software tool. Undertake research and wireframe design, outline development requirements and algorithm specification.
- Establish business connections and network with game publishers for channel content.
- Oversee remote TV 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 for Extreme's 13 brands.
- Handle business partner design requests, mentor juniors and, hold company meetings for new creative direction and business ventures.