

# Rupert Burr.

roop@csla.com

portfolio: csla.com

## Clients.

Adam Smith Int'l  
Anheuser-Busch InBev  
Apex Law Firm  
ASICS Sports  
Backbase Banking  
Blink Modelling Agency  
BMW  
Brunswick Int'l Finance  
Climate Group  
Computacenter IT  
Concern Int'l  
Conqueror Paper  
Contiki Travel  
Decision Tree  
Dough Rising Financial  
EDF Energy  
Eat Natural  
Esprit Clothing  
Eurosport TV  
Fenchurch Clothing  
Fresh Tracks Travel  
G4S Security  
GOOP Lifestyle  
Klimek Family Law  
Living TV Group  
London Music Acad.  
Luminous Solar Energy  
Magnific Rock Hotel  
Nt'l Bank of Canada  
Natural History Mus.  
Novartis Healthcare  
Parallax Law Group  
PartyGaming Casino  
Property Finder  
Ride BMX Magazine  
Roche Healthcare  
Salesforce  
StudioCanal  
Subaru Automobiles  
Sunshine Coast CU  
Teddy Smith Clothing  
Transfunction Studio  
Venus Motor Company  
Vodafone  
Young Presidents' Org

## Chief Creative Officer.

March '99 – Present. London UK, Vancouver CA.

### CXLA Ltd.

Consult, concept, create, and code. My freelance escapades.

- Consult with small businesses and start-ups to define their digital roadmap and project plans. Outlay creative objectives and direction, help improve and clarify their business model, involved in market and technology research to help product direction and evolution.
- Hands-on work to launch or improve their existing visual appearance, usability, and copywriting.
- Build e-commerce/brochure websites for lifestyle and corporate outfits. I add to this arsenal by producing brand and guidelines, graphic design print materials, and edit/animate video.

## Creative Director.

March '21 – Present. Vancouver CA.

### Plign Digital.

Design-lead digital transformation agency for the financial industry.

- Advise – In-house and clients. Drive best practices within design-led ecosystem, using data and research first solutioning to help improve application UX, marketing materials and brand renewal/guideline strategy.
- Design – Working with partner suppliers and financial institutions. to review and present solutions for their digital transformation projects and find simple UX solutions for their complex company-specific processes.
- Research – Interviews. Talk with Stakeholders and customers (1-on-1 sessional) on their needs/wants to help build personas for application builds for B2B and B2C software. Action feedback with wireframes and work with developers to apply changes.

## Senior Product Designer.

July '19 – March '21. Vancouver CA.

### Central One Credit Union.

Banking service provider to over 250 financial institutions.

- Small Business (SB) – SaaS toolset on a responsive/native platform: Connect with stakeholders and users for feedback. Run and distil usability test data (1-on-1 and forums) for product improvement action points.
- SB Future – Roadmap and business development with product directors to implement ideas for a future vision, to introduce the concept of “Pay Gates / PAYG Banking”. Iterative work for next-gen SB features: approvals, invoicing, payroll/benefits, and user management.
- SB App – Branding and UX/UI work for this in-company start-up: SB hub collating all business functions, to help owners run their company autonomously without a bank.
- Enterprise Banking – Corporate suite designed in a team of 3: Creating flows for approvals and assisted in user management. Full end-to-end design with user testing, stakeholder approvals and developer handover.

## Lead Digital Designer.

October '17 – April '19. Vancouver CA, London UK.

### Glance Technologies.

Publicly traded fintech, specialising in B2B/B2C mobile payments.

- Glance Pay – App for streamlining card payments with rewards: Audit existing UX through user research and testing. Then design/evolve by adding customer most wanted features.
- Glance Pay –Support developers and communicate with stakeholders and owners. Assist in app evolution to explore new tech integration (NFC, QR etc). Set up and implement franchisee white label toolkit.
- Glance PayMe – SaaS app for sole proprietors to accept payments: competitive and UX research, and full end-to-end prototype design. Product evolution to include concepts for invoicing and wearables.
- Glance Coin – reward-based cryptocurrency: Assist and design white paper with architecture infographics.
- Glance Tech – parent company: B2B graphic/presentation design. Rebranding exercise and produce new guidelines, design/develop brochure, and ecommerce websites.

## Creative Founder.

September '15 – April '17. London UK.

### Netwealth Investments.

Online wealth/investment management tool, first to market within UK.

- Product: Gather and define requirements from business owners and meld them into user stories and visual designs, within an agile methodology.
- Development: In code UX/UI prototyping into the application with real-time iterative approach. Concept proved a success with instant user testing and quicker releases (idea-to-live within a week). This concept allowed stakeholders to feel SaaS web app before sign-off.
- Design: Conceive and create brand's ecosystem and guidelines. Production of print advertising artwork and marketing materials and copywriting.

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## Skills.

Abstract  
After Effects  
Agile  
AngularJS  
Axure  
Celtx  
Confluence  
CSS3  
Dreamweaver  
Excel  
Figma  
Git  
G Suite  
HTML5  
Illustrator  
InDesign  
Invision  
Javascript  
Jira  
jQuery  
Lightroom  
Photoshop  
PowerPoint  
Premier Pro  
SCSS  
Sketch  
Visual Studio  
Word  
Wordpress  
XD  
Zeplin

## Senior UX / UI Designer.

August '14 – July '15. Vancouver CA.

### Best Buy Canada.

Consumer electronics retailer. Most visited eCommerce site in Canada.

- General: Modernise UX/UI of purchase funnel. Mock-up high-fidelity designs and conceptual code for navigation enhancements. Work closely with developers, supply direction and sign-off on final product.
- Team Improvement: Introduce biweekly UX/Dev meetings to promote cross-team comms, run hack-a-thons/design jams. Work with PMs and staff to migrate from waterfall to agile, and for analytical-led design.
- Marketplace – Best Buy brand for indie sellers: Create brand and guidelines. Integration of new UX flows.
- Search Results: Improve UX and create prefab “product collections”, source stakeholder requirements, translate to wireframes, present to stakeholders, and write dev stories.

## Senior UX / UI Designer.

January '14 – June '14. Luton UK.

### TUI Travel Group.

UK's largest travel group. 180 countries with 30 million customers.

- Thomson Airways: Sole UI designer apart of the UX team of 3. Working in agile to create the full web responsive e-commerce journey, and informational and marketing pages.
- Thomson Holidays: UX designer. Co-run a 2-day UX design jam to improve search filter functionality. Design the responsive high-fidelities, consult, and direct the dev team, quality-check production results.
- TUI Design Hub: Designer and developer. Online design system for the creative department to share visuals and guidelines with internal/external agencies.

## Senior Digital Designer.

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

### Tesco F&F Clothing.

UK grocery leader and second-largest merchandise retailer in the world.

- eCommerce Store: Competitive and user research and produce initial concept materials for site redesign.
- Marketing: Create interactive materials. Notable accolade, designs picked for a national fashion periodical.
- Emails: Working with marketing to create a toolkit to improve production process.

## Global UX / UI Designer.

December '09 – May '12. London UK, Perth AU.

### Trafalgar Travel.

Travel leisure group. 24 brands in 60 countries with 2 million customers.

- B2B and B2C eCommerce: UX/UI lead for redesign. Gather requirements from users and stakeholders from 7 international markets, prototype, and design asset creation.
- Social Community: Design and frontend develop platform. Experiment a workflow skipping the wireframe and develop in-situ, which proved successful by increasing quality and reducing lead-times.
- General: Work with analytics team to monitor usage data and adapt designs/code for maximum conversion.

## Digital Art Director.

September '08 – August '09. London UK, Santa Monica US.

### BlueSteel Productions.

Fashion and lifestyle creative agency.

- Digital: Lead the digital output. Obtain and refine requirements and manage projects with an int'l team.
- Analog: Assist with modelling photo shoots, videoing, editing and, scriptwriting.
- Other: Run creative think-tank brainstorm sessions for visual design and televised entertainment.

## Creative Founder.

June '06 – June '08. London UK.

### Ginx TV Entertainment.

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

- Scheduling Software: UX/UI designer and project manage ‘one-and-done’ tool. Undertake research and wireframe design, outline development requirements and algorithm specifications.
- Business: Devise logistical planning for channel delivery, travel to and work with production teams to educate broadcast partners on how to run the franchise.
- General: Conceive look, feel and values of the brand and video guidelines. Design promotional materials for print, TV, and web. Establish business connections with publishers for content. Oversee remote editing team to meet deadlines and direct/approve their output.

## Senior Designer.

June '06 – June '07. London UK.

### Extreme Sports International.

TV network with 30 subsidiary brands / companies.

- General: Co-manage the creative department, working on Extreme's 13 brands. Mentor juniors and, hold meetings for new creative direction and business ventures.