

## Rupert Burr

roop@csla.com

portfolio: csla.com

### Clients.

Adam Smith Int'l  
Anheuser-Busch InBev  
Blink Modelling Agency  
BMW  
Brunswick Int'l Finance  
Climate Group  
Computacenter  
Concern Int'l  
Conqueror Paper  
Contiki Travel  
Decision Tree  
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  
Novartis  
PartyGaming  
Property Finder  
Ride BMX Magazine  
Roche Healthcare  
StudioCanal  
Subaru  
Teddy Smith Clothing  
Transfunction Print Studio  
Venus Motor Company  
Vodafone  
Young Presidents' Org.

### Freelance Designer. CXLA Ltd.

March '99 – Present. Worldwide, Remote.

- I consult, concept, create and code e-commerce/brochure websites for lifestyle and corporate companies. I add to this skills arsenal by producing brand and graphic design print materials, photography and, edit/animate videos.
- Work with businesses to start from scratch (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, help improve and clarify their business models.
- Clients in UK, China, USA, Nicaragua, Sierra Leone, France, UAE and South Africa

### Senior Product Designer. Glance Technologies.

Publicly traded fintech, mobile payment and business platform using blockchain.

October '17 – May '18, November '18 – April '19. Vancouver Canada, London UK, Remote.

- Glance Pay, app for streamlining mobile payments: Fast-paced startup environment. Working on iOS/Android app UX/UI redesign and flow improvements. Notable upgrades of cryptocurrency integration, pre-ordering, and payment process. Set up and implement white label toolkit for asset creation. Support developers and communicate with stakeholders and product owners throughout production.
- Glance PayMe (née Merchant), app to allow anyone to accept card/crypto payments: On a short deadline; research and design iOS app that feature; dashboard, payments, on-boarding and settings, with concepts features for invoicing and wearables.
- Glance Coin, reward-based cryptocurrency: Advise and support white paper creation, with proofing, architecture infographic creation and, document design.
- Glance Tech, parent company: Investor relation graphic design. Rebranding for Glance and 5 business affiliates; design/code brochure and ecommerce websites, presentations creation and, define business requirements and online strategy.

### Founding Designer. Netwealth Investments.

Fintech, personal discretionary wealth management web application.

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

- Product design: gather and define requirements from business owners and meld them into user stories and visual designs, within an agile methodology.
- Depending on deadlines: flows were wireframed then translated to high-fidelity designs or, coded straight into the application with a real-time iterative approach. The latter proved a success with quicker builds (idea-to-live within a week), allowing stakeholders to feel the SaaS web app before sign-off.
- Graphic design: conceive and create brand's look-and-feel (logo, colour palette, type etc.) plus, production of print advertising artwork and marketing materials.

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

Consumer electronics corporation and most visited e-commerce website in Canada.

August '14 – July '15. Vancouver Canada.

- Working in agile to modernise UI of pre/post purchase journey, mock-up high-fidelity designs and conceptual code for enhancement projects across multi-platforms.
- Work closely with developers, supply direction and sign off on final product.
- Create the Best Buy Marketplace brand, iconography and usage guidelines.
- Improve UX for search results and product collections. Source requirements, into wireframe design, presentation to stakeholders 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 for analytics led upgrades.

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### Skills.

After Effects  
Agile Methodology  
AngularJS  
ASP  
Axure  
BOO  
Celtx  
CSS3  
Dreamweaver  
Excel  
Git  
G Suite  
HTML5  
Illustrator  
InDesign  
Javascript  
Jira  
jQuery  
Photoshop  
PHP  
Premiere Pro  
Powerpoint  
SCSS  
Visual Studio  
Word  
Wordpress  
XD by Adobe

### Senior Digital Designer. TUI.

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

January '14 – June '14. Luton UK.

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

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

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

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

- Create unique weekly interactive marketing materials. Notable accolade having a few designs picked up for a national fashion periodical.
- Design responsive emails and tools for content teams to improve production process.
- Research and produce foundation concept materials for ecommerce site redesign.

### Global User Interface / Experience Designer. Trafalgar Travel.

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

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

- UI lead creative for overhaul of the B2B and B2C e-commerce sites. Gather requirements and approval from 7 international markets. Wireframe the improved pre/post purchase journey, then into high-fidelity pages including 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.

Creative agency specialising in fashion and lifestyle.

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

- Obtain and refine requirements for all digital output and, take-on or manage projects.
- 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.

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

June '06 – June '08. London UK.

- Conceive look, feel and values of the brand. Define and create video guidelines. Design promotional materials for print, TV and web.
- UX/UI and Project manage 'one-and-done' online scheduling software tool. Undertake research and wireframe design, outline dev. requirements and algorithm specification.
- Establish business connections 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 Sports Channel International.

International extreme sports TV network with over 30 subsidiary brands.

June '06 – June '07. London UK.

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