

Prad Patel

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2019
2018
2013
2007
2003
2002
1999

Lead UX/UI

Autosport, London 2018 - 2019

Ownership and development of all Autosport's flagship products with the intention to drive engagement, subscriptions and ultimately revenue.

- > Mapping out the vision for the Autosport.com site
- > Leading all design work
- > Making greater use of quantitative data outside of GA to inform decision making
- > Piano ecommerce platform integration and optimising the user flow
- > Working with social and marketing to create an end to end user experiences

Head of Design

reed.co.uk, London 2013 - 2018

Starting as Lead UI Designer, embedding UI into a new structure and working more closely with the entire vertical scrum discipline. Also introduced best practices, a robust briefing system, styleguide, new software and rolled-out talent plans. Within 18 months was promoted into Head of Design at the UK's number one job board. In addition to UX practice responsibilities I introduced research function in order to provide greater insight to the UX-function.

- > Developing a Design System that has improved production efficiency, speed of site, UX and SEO
- > Responsible for delivering an annual multi-channel campaign
- > Created UI libraries to improve Design workflows, consistency and promoting Toolkits to Front-End
- > Key stakeholder in improving Product development

Senior Creative

Domestic & General, London 2007 - 2013

Started as a Web Designer then progressed to Senior Creative overseeing all stages, from management, specification, creative brief, user journeys to design.

- > Worked in web, ex/intranet, mobile and TV
- > International web strategy development
- > Managing a team of 11.

Web Developer/Designer

Ark Group, London 2003 - 2007

Overlooked all areas of web design and electronic output within the company. Managed over 30 sites, main areas of focus were:

- > Consolidating our site through themes enabling quality over quantity
- > Developing templates using HTML/CSS/ASP
- > Building email templates
- > Creating the brand book and corporate logo

Freelance 2002 - 2003

- > 4T2, Bournemouth
- > Egg, Derby
- > Severn Trent, Leicester.

Web Designer

Hexagon Marketing, Luton 1999-2002

ABOUT ME

I have a passion for design and an eye for aesthetics, combined with acute understanding of user experience, I am driven to deliver excellence in usability. Looking to utilise my experience of web and creative leadership in a fast paced, dynamic environment with like-minded professionals.

KEY STRENGTHS

- > Portraying a vision and empowering my team for delivery
- > Working with different disciplines to build successful products
- > Embedding research and data into design principles
- > Comfortable working in a collaborative, agile and fast moving environment
- > Ability to manage and develop client relationships.
- > Enjoy working across the full development spectrum, to help realise solutions and ideas
- > Always looking to evolve and streamline with the focus on quality.

SKILLS



EDUCATION



MSc Computing
De-Montfort University
Leicester



BA (Hons)
Media & Fine Art (2.i)
De-Montfort University
Leicester



3 A levels (B)
Cheltenham 6th Form
9 GCSE's
Pittville Comprehensive