Prad Patel

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Lead UX/UI
Autosport, London 2019 - present

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
> 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 end to end user experiences

Head of Design
reed.co.uk, London 2013 - 2019

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 will improve 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

Ps XD Figma Ai Id
Axure Sketch

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