



# Jon Marshall, CV

*An extremely creative, adaptable and motivated individual with very strong problem solving skills.*

+44 (0)7890 086 686

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## RECENT WORK

### **Bio Agency (Freelance UX Lead, Jun 2016 - Nov 2016)**

During my time working at Bio I was responsible for delivering 9 pitch-winning ideas for British Airways' app (iOS). We worked in an agile fashion (1 week sprints) and I collaborated daily with the design team, business analysts and BA members of staff. After delivering the pitch ideas I was put in charge of a disruptions work stream which was tasked with radically improving flight delay and cancellation experiences for BA passengers. I undertook service design, created blueprints, evolved personas, plotted user journeys, developed research strategies, wrote scripts, created prototypes, ran workshops and collated our findings into reports before presenting back to the stakeholders.

### **Pottermore (Freelance UX Designer, Aug 2015 - Jun 2016)**

Working in-house at Pottermore, I developed blueprints, created personas, pulled together value proposition canvasses, plotted user journeys, created rapid prototypes, ran research sessions and worked within a truly agile environment. Specifically, I undertook service design to plot Pottermore experiences across 5 audience types before developing the Patronus quiz and 'My Pottermore' hub. I also created an AR experience for the 'A Celebration of Harry Potter' weekend in Orlando, Florida. Finally, I was responsible for re-launching The Pottermore Shop (eCommerce).

### **DigitasLBi (Freelance UX Designer, ~3 month contract stints in 2014 and 2015)**

Whilst working at DigitasLBi I helped the DIG team with several healthcare projects in conjunction with AstraZeneca. This included a piece of service design to discover the barriers to improved healthcare for a town of 60,000 inhabitants in North America. I also helped develop several healthcare products/services including Day-by-Day (an iOS app for heart attack patients), Breathe.Able (an Android app for COPD sufferers) and LVNG With (a service to help patients who had been diagnosed with lung cancer). I relished speedily honing our ideas into fully-fledged products/services.

### **Crumpled Dog (Freelance UX Designer, ~3 month contract stints in 2013, 2014 and 2015)**

Whilst at Crumpled Dog I helped devise and launch The Bakery Project from scratch in conjunction with Tesco and Euphorium Bakery, it involved a large amount of research and service design to get the proposition to align with the target audience. I also worked on the repositioning and relaunch of the Giraffe restaurant chain post-acquisition. I also undertook user research before designing websites for the Independent Schools Council (ISC) and the Hilton Hotels Group. Finally, I created a new service proposition and website for the ISC which was called 'Schools Together'.

## SKILLS

UX design, UI artworking, service design, digital design/development, user-centric research, strategy, prototyping, art direction, graphic design, typography, branding, animation, illustration, event organisation, experiential design, reporting, presenting and problem solving.

## CAPABILITIES

I am fully proficient with the following software: Axure, Omnigraffle, Lucid Chart, UXPin, InVision, Proto.io, Principle, Silver, Sketch, Flinto, Adobe Suite and Final Cut Pro. I am able to write research and to organise and run workshops. I relish working in an agile environment and understand BDD. I am able to code using HTML, CSS, AS2/3 and a little Javascript and PHP. I have lots of experience with SEO/SEM, social media, eDM testing and mailout.

## EDUCATION

### **University College Falmouth (Sept 2003 - Jul 2006)**

Ba (Hons) Graphic Design: 2.1

### **Exeter College of Arts (Sept 2002 - Jul 2003)**

Foundation Year: Distinction

## PERSONAL

Date of birth: 30th July 1984

Nationality: British

## MISC.

I have a cat named Pickle. I enjoy discussing socioeconomics, watching Studio Ghibli films, reading Murakami novels and have a slight addiction to breakfast cereal and Guinness (separately).



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### PAST WORK

#### **Undercurrent (Freelance UI/UX Designer, Aug 2015)**

During this stint at Undercurrent I helped launch the Samsung Galaxy S6 Edge + phone by undertaking an integrated ad campaign (predominantly digital with a little experiential, outdoor and DM). I also undertook a fun integrated piece for Google Play Music which primarily involved service design (user touch point analysis) before creating a DM piece for customer acquisition.

#### **VCCP (Freelance Service Designer, Sept 2014 - Nov 2014)**

Whilst at VCCP I helped create christmas strategies and associated campaign collateral for MoreThan insurance, I also directed photography and videography shoots for MoreThan. Some other responsibilities included creating infographics for Kia (road safety) and creating campaign ideas and collateral to push Coors using social media (primarily Facebook). I also briefly worked on O2's 'Be More Dog' campaign.

#### **Across The Pond (Freelance UI Designer, May 2014 - Jul 2014)**

Working in a freelance capacity (in-house) I worked with this production company to create four TV ads (and microsites) for Google Now (the enriched search app). The work involved liaising with several agencies and creating all the UI visuals (made with After Effects) and animations for the TV ads. The ads were very successful so I was asked to create some further ads for the Brazil World Cup before localising everything for the French and German markets (new creative).

#### **Red Route (Freelance Senior Designer, Mar 2014 - May 2014)**

Working in a freelance capacity (in-house) I rebranded Ettinger (a British luxury leather goods company endorsed by HRH The Prince of Wales). I created the brand identity before working up various monograms (and subsequent pattern ideas). I overhauled the brand guidelines and continued the rebrand across products, packaging, stationery, ads and other brand assets. I also created a microsite for Cognizant and a packaging range for Dewhurst (butchers).

#### **Beacon Brands (Freelance Senior Designer, Oct 2013 - Feb 2014)**

Working in a freelance capacity (in-house) I art directed and produced the ad campaign for the launch of Felix Fantastic for Nestle Purina. I also worked on the design and development of the VPM Drugs Resource Library in conjunction with Professor Nutt.

#### **Driven Creative, Dirty Chook and Khemistry (Freelance Senior Designer, 2013)**

Working in a freelance capacity (in-house) for these Australian agencies, I generated ideas and produced both print and online work for many of their clients, including: AusFuel Gull, Puma Energy, Infinity Solar, ITP, Minpac, Green & Gold Events, Wimmers, Apaiser and Covata.

#### **Faith the Agency (Senior Designer, Aug 2008 - Nov 2013)**

Initially a middleweight designer and then senior, I created integrated solutions for Faith's clients, including: Sony, Toshiba, Shell, Sporting Bet, Models Own, Punchdrunk, CyCell, D-Link and F5. I was responsible for idea generation within the creative team before creating artwork across a myriad of different media. I designed and developed websites, created flash animations, edited short videos and presented to our clients. I was responsible for preparing print for production and online content for developers (including initial coding). I communicated with clients directly.

#### **JCDecaux - Outdoor Advertising (Middleweight Designer, Aug 2006 - Aug 2008)**

Lead designer for JCDecaux WorldLink, I was responsible for producing international marketing material (print, motion and web-based) and oversaw all print production and online testing. My roles included creating campaign ideas for JCDecaux's clients, producing JCDecaux's quarterly magazine and promoting JCDecaux Innovate products throughout the group.

#### **?What If! - The Innovation Company (Freelance Junior Designer, May 2006 - Sept 2006)**

Joining the Realness team at ?What If! meant working on new product design, brand innovation and internal promotions. I also ensured the studio had a steady supply of tea and biscuits.