



# Jon Marshall, CV

*An extremely creative, user-centric and motivated individual with very strong problem solving skills.*

+44 (0)7890 086 686  
jon@jonmarshall.co.uk  
www.jonmarshall.co.uk

## RECENT WORK

### **Polestar (Senior UX Designer, Oct 2022 - Present)**

I'm currently helping Polestar accelerate the change to a fully electric, climate-neutral future. I work within the Commerce team and have primarily been working on improving the purchase journey for the Polestar 2 and Polestar 3.

### **Rebank (Senior UX Designer, Nov 2019 - Jul 2022)**

I was the second hire at rebank which was a financial operating system for post-seed founders. My time was split evenly between research and design. On the research side I created an atomic research table from qualitative insights so we could find product/market fit. I tested prototypes iterating on our product every week and managed to increase the conversion of research participants (post-seed founders) from 8% to 66%. On the design side I used minimalism and uni-directional flows to make business banking more straight-forward (and enjoyable) than ever before. I recruited and led two additional design hires before rebank pivoted to become Caribou.

### **Carré Noir (Head of UX, Apr 2019 - Oct 2019)**

In this role I focused on how UX thinking can enable a branding agency to become an experience agency. This involved educating stakeholders as to the value of customer-centric thinking as well as devising workshops that extract open briefs from clients. Clients included RATP (an employee onboarding app); Royal Canin (direct-to-consumer pet food sales); Dulco (a shelf-edge product-matching app) and the Red Cross (innovative vintage clothing retail experiences). I also created an internal employee well-being survey and helped start a sustainability initiative.

### **AKQA (Senior UX Architect, Jun 2017 - Apr 2019)**

During my time at AKQA, I was tasked with supporting the rollout of Volvo's car configurator across 50+ countries. I also helped create a revolutionary alternative to car ownership called 'Care by Volvo' (a customer-centric mobility service). Finally, I conducted research around triggers for repurchase in the UK and France. Based in London, Gothenburg and Paris, I ensured UX best-practice by actioning global evaluative report and analytics insights to reduce friction and increase lead generation within product teams. We undertook design sprints and proved our hypotheses with regular UT sessions.

### **Sofar Sounds (Freelance UX Lead, Nov 2016 - May 2017)**

During my time at this start-up, I was responsible for the research and design of a new app that connected Sofar fans to secret intimate music gigs. I undertook service design across three major audience types and highlighted opportunities to reduce friction and create delight. I managed a team of researchers across Sweden, the UK and NA to enable international experimentation and validation of features. We launched in both app stores simultaneously (with a 4.9/5 rating).

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

Whilst working at Bio I was responsible for delivering nine pitch-winning ideas for the BA app (iOS). We worked in an agile fashion (design sprints) and collaborated daily with designers, devs and BA members of staff. After delivering the pitch ideas I was put in charge of a stream of work to radically improve flight delay and cancellation experiences for BA passengers: reading your rights, flight re-booking, hotel booking, taxi/bus tickets, expense gathering, vouchering and customer support.

## SKILLS

Managing teams, CX, UX, IA, research, strategy, data, workshops, AR, UI, prototyping, art direction, branding, typography, animation, stakeholder management and innovative problem solving.

## CAPABILITIES

I am fully proficient with all design and prototyping software. I find simplicity in complex research and enjoy collating findings into elegant reports. I relish running workshops to get the best out of people. I also thrive in an agile environment and am well-versed at showing large companies how to be more disruptive. I can code using HTML, CSS, AS2/3 and a little Javascript and PHP. I have lots of experience with OKRs, analytics, SEO/SEM, social media, eDM mailout and UAT.



## Jon Marshall, CV

*An extremely creative, user-centric and motivated individual with very strong problem solving skills.*

+44 (0)7890 086 686

jon@jonmarshall.co.uk

www.jonmarshall.co.uk

### PAST WORK

#### **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, several contract stints in 2014 and 2015)**

I helped the DIG team (co-owned by AstraZeneca) with a piece of service design to improve the health of 60,000 inhabitants of a town in North America. I also designed some products including Day-by-Day (iOS app for heart attack patients), Breathe.Able (Android app for COPD sufferers) and LVNG With (a service to help patients who had been diagnosed with lung cancer).

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

Whilst at Crumpled Dog, I helped devise and launch The Bakery Project in conjunction with Tesco and Euphorium Bakery. I also worked on the relaunch of the Giraffe restaurant chain post-purchase. Finally, I created websites for the Independent Schools Council (ISC) and Hilton Hotels Group.

#### **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 an integrated piece (acquisition, DM and eDM) for Google Play Music.

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

At VCCP I created christmas strategies and associated campaign collateral for MoreThan insurance. Other responsibilities included creating infographics for Kia (road safety) and creating campaign ideas and collateral for Coors. 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 language localisation and creating all UI assets (animated with After Effects).

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

Working in-house, I rebranded Ettinger (a luxury leather goods company). I created the brand identity before working up various monograms. I then created the brand guidelines and executed across products, packaging, ads and digital. I also created a microsite and eDMs for Cognizant.

#### **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 before creating artwork across a myriad of different media. I designed websites, created flash animations, edited videos and presented creative to clients.