



Jon Marshall, CV

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

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www.jonmarshall.co.uk

RECENT WORK

AKQA (Senior UX Architect, June 2017 – April 2019)

Working exclusively for Volvo, I supported the rollout of Volvo's car configurator (React web app) across 50+ countries, this included prioritizing and testing potential new features. I also helped to develop a revolutionary alternative to car ownership called 'Care by Volvo' (a customer-centric subscription service) and undertook research on car repurchase in the UK and France. Leading teams, I identified points of friction with quantitative insights and then validating our solutions with qualitative sessions. I led design sprints and spent my time between Gothenburg and Paris.

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 React Native app (iOS and Android) that connected Sofar fans to secret intimate gigs held in people's homes. I undertook service design across our 3 major audience types and highlighted opportunities to reduce friction and create delight. I managed a team of researchers across 9 Sofar cities (predominantly in NA) to enable further experimentation and validation of potential features. This ensured the app could scale (and delight) globally once launched. We launched in both app stores simultaneously (with a 4.9/5 rating) and released a new iteration of features each month.

Bio Agency (Freelance UX Lead, Jun 2016 – Nov 2016)

Whilst working at Bio I was responsible for delivering 9 pitch-winning ideas for British Airways' app (iOS). My team worked in an agile fashion (1 week sprints) and 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 Lead, 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 and developed 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).

SKILLS

Managing teams, user-centric research, service design, strategy, UI artworking, prototyping, client direction, art direction, typography, branding, animation, reporting 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 digitally 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.

EDUCATION

University College Falmouth (Sept 2003 – Jul 2006)

Ba (Hons) Graphic Design

Exeter College of Arts (Sept 2002 – Jul 2003)

Foundation Year: Distinction

PERSONAL

Date of birth: 30th July 1984

Nationality: British

MISC.

I have a dog named Maurice and a cat named Pickle. I enjoy discussing socioeconomics, going for runs outdoors, watching Studio Ghibli films, reading Murakami novels and have a slight addiction to breakfast cereal and Guinness (separately). I'm currently focussed on mastering my French.



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PAST WORK

DigitasLBI (Freelance UX Designer, several contract stints in 2014 and 2015)

At DigitasLBI I helped the DIG team with several innovative healthcare projects (for AstraZeneca). This included a piece of service design to enable improved health for a town of 60,000 inhabitants in North America. I also helped develop several healthcare products/services 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. 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 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 before creating artwork across a myriad of different media. I designed and developed websites, created flash animations, edited videos and presented to our clients. I prepared print for production and collaborated on coding with developers.