

Russell Webb | Principal UX Designer

Based in central London

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Key skills

- Principal UX Consultant with **15+ years of experience** in the financial, gambling, education and healthcare sectors.
- Proven ability to lead UX design processes from visioning and strategy to implementation and **stakeholder sign-off**.
- Expertise in **user-centred design**, service design, experience mapping, and customer journeys.
- Strong **facilitation skills**, with experience leading workshops and training sessions.
- Proficient in a variety of UX tools, including **Figma**, Sketch and InVision.

Work experience

09/20-now: **Backbase**

Leading digital-first banking platform

Job Title: **Senior UX Designer**

Advise and guidance, governance and dual-track UX WoW

- Furness Building Society - UK-based Mortgage and Financial Advisers.
- Evelyn Partners - UK Top 6 Wealth Manager [MORE](#)
- Raiffeisen Suisse - 3.8 million retail banking clients [MORE](#)
- Standard Bank - Africa's biggest lender
- Caixa Geral de Depósitos (CGD)

Consult, Educate. Digital transformation.

Lead the UX design process for medium-to-large financial institutions, from vision and strategy to implementation and stakeholder sign-off within on-site workshops for Retail, Business and Wealth products.

12/19-02/20: **Ness Digital Engineering**

Creates and integrates digital platforms and enterprise software to generate business value.

Job title: **Lead UX Designer (Team: 3)**

- Pearson Education

How to solve big problems, fast. [MORE](#)

Facilitate a user-centred workshop for a multi-national educator. This focused on delivering a Value Proposition, generating Journey Maps and a Product Roadmap. [MORE](#)

09/17-11/19: **EPAM System, Inc**

Global provider of software engineering and IT consulting services

Job title: **Principal UX Consultant**

- UBS Group AG

Establish. Teach. Inform.

Establish a best practices UX process within a mature team, lead Design Thinking at stakeholder level to raise UX awareness and set workflow expectations incl. a new Design system. [MORE](#)

- Thomson Reuters

Facilitate, organise and deliver insight from an off-site 'UX Workshops' to launch the Discovery Phase for the company's flagship product. [MORE](#)

- Schroders PLC

Within the Digital Engagement team, drive an education piece on users and their needs and map persona journeys to inform a new IA for Schroders.com. [MORE](#)

04/12-05/17:

Sportingbet / GVC

Online Betting and Gambling Company

Job title:

Lead UX / UI Designer (Team: 3)

- UX/UI design lead at one of the world's largest online betting and gaming companies involves putting the user and their needs ahead of features and technology over of 14 territories. [MORE](#)
- More positions available on request*

Education

1990s:

Ravensbourne College of Design and Communication

2:1 3D design - BA Hons

Software

Creative Suite CC - instructor level: InDesign / Photoshop / Illustrator / Acrobat

MS Office

UX tools - Figma / MIRO / SketchApp / Invision / XD and others

Web languages HTML and CSS (basic)

Interests

Travel - Around-the-world tour including SE Asia, Australia, South Pacific and North America

Other - Furniture / Product design, Mobile First, Information Design, 5-a-side football, French

Referees are available upon request.

Tags: Creative Direction, User Experience Design, UX, Branding & Identity, Service Design, Experience Mapping, Customer Journeys, Facilitating Workshops, Mobile Devices, User Interface, Logo Design, Icon Design, Corporate Identity, Marketing, Illustration, Customer Experience, Android UI, Illustrator, Sketch App, User Interface, Adobe, Figma.