

# 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**
- Job Title: **Senior UX Designer**  
*Consultation, Education. Digital transformation.*
- 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)
- 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**
- 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**
- 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](#)
- 07/11-12/11: **Steely Eye Digital Media**
- Job title: **Creative Director (Team:4)**
- Lead creative work in new business and existing clients, including concept/design and interactive/web/mobile web and app design
  - Deliver persuasive concepts to its completion in a professional and engaging and persuasive manner
  - Clearly communicate and educate creative direction to all departments
  - Manage art direction, design, copywriting, and UX/UI plus creative tech [MORE](#)
- 03/10-06/11: **MIG (Mobile Interactive Group)**
- Job title: **Creative lead**
- Mobile web and App design for Barclaycard / Barclays across iPhone and Android
  - Consumer experience and App concept generation for M&S, New Look, Rimmel and more
- 04/12-05/17: **Coutts Creative - part of the Bezier Group**
- Job title: **2D Retail Group Head (Team: 6-8)**
- Group Head specialising in BTL solutions for many UK brands incl: 3 mobile, GSK and Disney.
  - Instrumental in three successful pitches generating £1.8M in client spend
  - Lead creative for retail orientated campaigns for Superdrug, ASDA, Sainsbury and Warner Bros
- 04/12-05/17: **Allen International**
- Job title: **Senior Designer - Branding**
- A Top 50 international design consultancy specialising in financial branding
  - Instrumental in three successful pitches generating £1.8M in client spend
  - Designed a flexible graphics interior grid, kit-of-parts brand ID and communications for several European banks, including literature, signage and eventual guidelines.
- 04/12-05/17: **Gardner Stewart Architects**
- Online Betting and Gambling Company
- Job title: **Head of Graphics**
- Lead graphics creative for a 50+ architecture and planning practice in London Bridge
  - Department head and Brand Guardian - managed the two companies' brand direction
- 10/98-03/04: **image100**
- Online Betting and Gambling Company
- Job title: **Creative Designer (promoted from retoucher upwards)**
- Responsible for the complete brand awareness of the image library 'image100' in Soho.
  - Brand ID - to include brochures, catalogues, cd design, photo-shoots, DM and advertising

## 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:** User Experience Design, UX, UI, Branding & Identity, Figma, Design Systems, Service Design, Experience Mapping, Customer Journeys, Facilitating Workshops, Mobile Design, User Interface, Logo Design, Icon Design, Corporate Identity, Creative Direction, Illustration, Customer Experience, Android UI, Sketch App, Adobe,