

Russell Webb | Principal UX Designer



Based in central London

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Key skills

Driving User-Centric Innovation

A seasoned UX leader with over 12 years of experience, I excel at driving product development and innovation across diverse industries. I lead Design Thinking that spans strategic UX leadership, design systems implementation, process (ways of working), and workshop facilitation. I have a proven track record of empowering digital transformation, fostering agile, and finally balancing user needs against business objectives on complex and user-centric web and mobile projects across high-performing agency-side and client-side teams.

Work experience

09/20-now: [Backbase](#)

Job title: [Senior UX Designer](#)

UX LEADERSHIP

- Empowered Digital Natives to manage and monitor their own finances, propelling Raiffeisen Group and other financial services into the neobank era.
- Enabled a *'go fast early'* mindset for Furness Building Society, a venerable UK institution
- Empowered management teams to embrace new ways of working, driving organisational agility
- Championed the Super App with wealth tools across web and mobile for Evelyn Partners [More](#)

UX STRATEGY

- Led a UX transformation for Raiffeisen (CH), a financial behemoth with 3.8M retail banking clients
- Present UX Strategy workshops as part of a sweeping roadmap initiatives [More](#)
- Empowered a generation of mobile-first savvy Gen Xers and cultivate a thriving millennial user base for Hellenic Bank, Greece's second-largest bank

UX INNOVATION

- Drove the UX Strategy for Standard Bank, Africa's largest lender, revolutionising their digital banking experience
- Streamlining the UX sign-off process by introducing a dual-track UX approach to balancing client customisation requests

12/19-02/20: [Ness Digital](#)

Job title: [UX Lead \(Team: 3\)](#)

FACILITATE UX / BUSINESS WORKSHOPS [More](#)

- Facilitate a business and user-centred workshop for a multi-national educator.
- Deliver a Value Prop, Journey Maps and goal-oriented Product Roadmap.

09/17-11/19: [EPAM System](#)

Job title: [Principal UX Designer](#)

ESTABLISH. TEACH. INFORM.

- Establish best practices UX within a mature team for UBS Group, the Swiss multinational [More](#)
- Raised stakeholders' UX awareness, built Design Systems, and set workflow expectations (workshops, wire-framing, prototyping, features)

WORKSHOP FACILITATION

- Facilitate an off-site 'UX Workshops' to launch the Discovery Phase for Thomson Reuters flagship product. Understand the current service, redefine problems and discover new ones.

USERS PERSONAS

- Within Schroders Digital Engagement team, drive an education piece on users and their needs. Map key personas journeys that will inform a new IA for schroders.com [More](#)

04/12-10/16: [Sportingbet / GVC / bwin](#)

Job title: [Lead UX / UI Designer \(Team: 3\)](#)

EMPATHISE. ITERATE. PROTOTYPE.

- Led UX/UI design for one of the world's largest online betting, casino and gambling companies, prioritising user needs over features and technology across 14 territories. [More](#)

Education

1990s: Ravensbourne College of Design and Communication

2:1 3D design - BA Hons

UX Tools

Low and high fidelity prototype software

- Figma (Champion)
- Sketch App
- Proficient: InVision | Omnigraffle Pro | Balsamiq | Azure

Software

Instructor level: Adobe Creative Suite - InDesign | Photoshop | Illustrator | Acrobat

Tracking and Process: Confluence | JIRA

Knowledge of: HTML and CSS

Interests

Furniture | Interior design, esp Mid Century Modern.

Keeping active with football, skiing and cycling

Avid Francophone incl. language, touring and culture

WordPress - All things Techie.

Referees are available [upon request](#).

Tags: Creative Direction, User Experience Design, UX, UXD, Branding, Service Design, Experience Mapping, Customer Journeys, Facilitating Workshops, Mobile First, User Interface, Logo, Corporate Identity, Financial Services UX Design, Illustration, Customer Experience, Android Material UI, Photoshop, Illustrator, InDesign, Sketch App, User Interface, Adobe, Figma,