

Russell Webb | *Senior UX Designer*



Based in central London

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Key skills

Experienced. Specialised. Focussed.

A seasoned UX Designer with 15+ years of experience, I drive innovation and UX best practice across multiple industries. I'm a strong advocate for Design Thinking, my consultancy expertise in Figma Design Systems and workshop facilitation, coupled with my track record leading Fintech Digital Transformation within lean Agile frameworks, enables me to effectively balance user needs and business goals for many complex web and mobile products.

Work experience

Leadership. Strategic. Innovative.

09/20-now: Backbase - World's Leading Engagement Banking Platform

Job title: [Senior UX Designer](#)

- **Team based consultancy** - Empowering Digital Transformations and propelling multiple fintech household brands into the neobank era.
- **Agile Mindset** - Enable a 'go fast early' mindset by championing collaboration and shared knowledge to champion the Super App concepts across finance. [More](#)
- **Strategic Workshoping** - Build knowledge, share ideas and deliver outcomes within Discovery workshops, UX refinements and Ideation. [More](#)
- **UX Innovation** - Streamlining the UX sign-off process by introducing a dual-track UX approach to balancing client customisation requests. [More](#)

Weatherbys | Raiffeisen | Furness Building Society | Evelyn Partners | Hellenic Bank | Standard Bank

12/19-02/20: Ness Digital

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

- **Workshop Guru** - Facilitate and business and user-centred workshop of a multinational educator and recruitment technology specialist. Deliver a Value Prop, Journey Maps and goal-oriented Roadmap. [More](#)

09/17-11/19: EPAM

Job title: Principal UX Designer

- **Establish and Share** - Establish design principles across mature teams. Instil ceremonies, best-practice workshopping and raise UX awareness. [More](#)
- **Design Process** - Laying the foundations of an early Design System, wireframing to prototyping to IA. [More](#)

UBS Group | Schroders | Thomsons Reuters

04/12-10/16: Sportingbet | GVC | bwin
 Job title: [Lead UX / UI Designer \(Team: 3\)](#)

- 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, empathising with users, iterating with scrum teams and prototyping for stakeholders. [More](#)

01/98-01/11: A further 5 creative positions pre-2011, are available [here](#)

Education

1990s: Ravensbourne College of Design and Communication
 2:1 3D design - BA Hons

UX Tools

Low and high fidelity UX software;

- Figma (Champion)
- MIRO
- Proficient: Adobe XD

Software

Instructor level: Adobe - InDesign | Photoshop | Illustrator | Acrobat & Figma Champion

Tracking and Process: Confluence | JIRA

Knowledge of: HTML and CSS

Interests

Furniture | Interior design, esp. Mid-Century Modern. [More](#)

Keeping active with football, skiing and cycling.

Avid Francophone *incl.* language, touring and culture.

WordPress - All things Techie.

Referees are available [on request](#).

Tags: Creative Direction, User Experience Design, UX, UXD, Branding, Service Design, Experience Mapping, Blueprints, Customer Journeys, Wireframing, Prototyping, Facilitating Workshops, Mobile First, User Interface, Logo, Corporate Identity, Fintech, UX Design, Illustration, Customer Experience, Android Material UI, Photoshop, Illustrator, InDesign, Sketch App, User Interface, Adobe, Figma Design Systems, Information Architecture (IA), User-Centered Design (UCD), Stakeholder Management,