FRED WHEELER
UX / UI DESIGNER

I work independently or integrated within client teams to create bespoke, world class digital solutions.

Zero Deposit, Product Designer
July 2017 - January 2018
Helped managing executives refine and shape content strategy and creative direction on all marketing communications: print and digital. Worked closely with tech management to develop and optimise new and existing B2C and B2B products. Facilitated user testing and reporting.

MOO, UX / UI Designer
Feb - July 2017
Leveraged a range of current and legacy analytical data, plus best practice to shape and expedite management alignment of content strategy, information hierarchy and density for a range of business critical, extremely high value hubs such as homepage, Original and Luxe and key paper size product pages.

The National Lottery, UX / UI Designer
Jun - Dec 2016
Worked closely with business and technology leads to optimise customer experience for mobile app development and expansion. Added a range of feature updates and enhancements, validated via frequent guerrilla and lab testing. Alongside app future vision and discovery exploration.

Benevolent AI, UX / UI Designer
Mar - Jun 2016
Collaborated with scientists, executives and technology management to create and iterate, via continual user feedback, simple UX and UI for a suite of apps which leveraged A.I. to establish connections between genes, drugs and diseases to aid drug discovery.

The Daily Telegraph, UX / UI Designer
May 2014 - Mar 2016
Developed the Breaking News app, feature expansion, evolution and future vision. Hypothesis were garnered and validated by review feedback and user testing which fed into architecture and UI design. Also created Telegraph Authoring, an editorial content creation tool plus Telegraph Travel and other digital products.

Lloyds Bank UX / UI Designer
Mar - Nov 2013
Developed consumer internet banking UI refresh. Worked together with Lloyds management, strategists and UX management on a range of new digital ventures to expand bank's product range, via Razorfish.

Last Exit NYC, Design Director
New York. February 2003 – March 2011
Responsible for company wide design and interactive output. Worked with management team to develop outstanding client solutions. Managed a team of designers, developers and project mangers. Created briefs, information architecture and design concepts. Assisted in developing project time lines and deliverables.

Deepend London & NYC, Senior Designer
July 1998 – February 2003
Led graphic design for web, interactive advertising, animation, motion graphics, print online & offline branding. As Deepgroup "global brand guardian" ensured brand consistency and guideline compliance across all communications.

Worcester College of Technology
HND Electronic Graphics
U.K. July 1996 – July 1998

Awards / Work Published
• IMC - Best in class - Automotive, 2008 - *Vespa USA*
• Design Licks site of the day, 2008 - *Vespa USA*
• Interactive design Award, 2002 - *Journeys By DJ*
• IDN magazine, Feb 2001 - *Typographic 56 artwork*
• Typographic Annual, 2001 - *Typographic 56 artwork*
• Flash 'Site of the day' Award, 2000 - *Malibu Rum*
• NCVO award, 2000 - *B.T. Impact on Society*
• Design Week, 1998 - *P.S.A.G.*
• Computer Arts Magazine, 1998 - *HND digital artwork*