



Adam Kenny | Senior Product Designer

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EMPLOYMENT

Publicis Sapient | UX Designer | Contract | 03.2023 - 06.2023

Picking up from previous exploration and analysis, I focused on how a user could search, filter and navigate through multiple financial products on offer via Goldman Sachs' Asset Management 'Fund Finder'.

Grouping a products' related share classes allowed for greater control over the display of potentially numerous results that matched user search criteria and filtering. An overview, or 'quick look' of each result found, enabled an initial assessment of each Fund to be made before visiting a specific, more detailed, product page.

Key pricing details, alongside in-depth performance data and investments objectives are delivered via dedicated pages for each Fund. A library of relevant product specific literature is available to all investors or financial intermediaries for further comparison or research. Industry insights on market trends and related products within the Goldman Sachs network are provided, informing and enabling the customer to have confidence in their investments.

Publicis Sapient | UX Designer | Contract | 12.2022 - 01.2023

As a member of the Publicis Sapient UX team I was involved in the initial discovery phase for the redesign of Goldman Sachs Asset Management site. With a focus on their range of investment funds, we explored ways to improve the organisation, listing and filtering of fund data relevant to the types of investors using the site.

Future Platforms | UX Designer | Contract | 11.2021 - 04.2022 | [View Key Project >>](#)

As the UX Designer within the First Rail team at Future Platforms, I was responsible for the planning and design of user journeys and UX development of a suite of apps for First Groups train operating companies. Focusing on ticket refund and 'Change of Journey' processes, I worked with stakeholders to understand, map and visualise user journeys, ensuring the customers needs were met alongside any rail industry legislation and within the capabilities of the existing apps.

BT Enterprise | UX / UI Designer | Contract | 10.2020 - 04.2021 | [View Key Project >>](#)

Working within the BT 'Identity' Squad, I focused on the improvement, in both experience and conversion rate, of online account registration for BT customers. Analysis of all BT account sign up processes enabled us to understand issues faced by customers and pinpoint where, when and why users were abandoning the registration journey.

BT Enterprise | UX / UI Designer | Contract | 06.2019 - 04.2020 | [View Key Project >>](#)

Working within one of four BT Enterprise digital teams, I was responsible for the visual development of email messaging for SME and public sector customers. With a goal of ensuring customers were kept up to date with all aspects of their service, I worked with the wider BT design team on the development of a UI style guide for all BT email messaging.

Sky | UX / UI Designer | Contract | 08.2018 - 02.2019 | [View Key Project >>](#)

As a member of Sky's Interactive TV Department I was responsible for the design and development of new user experiences for customers of their Sky + and Sky Q TV platforms. I worked on several journeys, delivering new products and upgrade options for customers, alongside the ongoing visual development of the 'My Account' section.

BT Consumer | Visual Designer | Contract | 09.2017 - 06.2018 | [View Key Project >>](#)

Working within the BT Consumer Visual Design team, I was tasked with delivering inspiring, engaging experiences via our Broadband, Mobile and TV retail sites. Via collaboration with the UX team, we created experience oriented designs for all BT customer facing products through online and mobile applications.

MyOffers Ltd. | UX / UI Digital Designer | 10.2015 - 01.2017

Lead the design and development of myoffers.co.uk, transforming concepts into coherent compelling user experiences. From wireframes through to high-fidelity prototypes, I worked with key stakeholders, articulating rationale for decisions and direction whilst supporting the development team with required visual assets, UI style guides and documentation.

Z-CARD® Ltd. | Senior Web Designer | 11.2006 - 06.2015

Responsible for design and development of all digital output, incorporating web, mobile and email marketing. I took a lead role in the design and integration of web, mobile and eCRMs into Z-CARD®'s marketing activity.

Which? | Which? Online Production Assistant | 05.2003 - 08.2006

Design and production of Which? Magazine content for delivery on Which? Online sites.

Equations Ltd. | New Media Designer | 01.1997 - 06.2002

The design and development of digital projects online or as interactive CD-ROM presentations.

PROFILE

With extensive experience of design for digital, I thrive on understanding what message, experience or process needs to be communicated, or the user has to be taken through, via the design solution.

From concept development, UX / UI, pixel perfect layout to final delivery, I aim to communicate and inspire those around me of the design journey or process we are working on together.

SPECIALITIES

Creative problem solving
Concept development
Creative direction
User Journey Maps
Wireframing
UX Design Principles
User Interface Design
High-fidelity prototypes
Responsive web design & development
Site planning / structure
Email & Digital marketing

SKILLS

Paper & pencil
UXPin
Axure
Figma
Sketch
Adobe Creative Suite
InVision
Principle
Agile Development
Jira Software
HTML5 / CSS 3
Responsive Design Techniques
WordPress Development

EDUCATION

1995 - 1998 University of Westminster
MA, Design & Media Arts

1992 - 1995 University of Westminster
BA (Hons) 1st, Graphic Information Design

1996 Apple Student Design Project
'Virtual Communities' Project
UK Team Representative

1995 Royal Society of Arts
Student Design Awards
Winner - Multimedia Category