



# Adam Kenny | Senior Product Designer

adam-k.com



Scan for portfolio

## DETAILS

Adam Kenny

adam-k.com

adamk@adam-k.com

07595333718

linkedin.com/in/adamkenny

## SPECIALITIES

Creative problem solving

Concept development

User Journey Maps

Wireframing

UX Design Principles

User Interface Design

High-fidelity prototypes

Responsive web design & development

Information Design

Site planning / structure

Email & Digital marketing

Creative direction

## SKILLS

Paper & pencil

UXPin

Axure

Sketch

Adobe Creative Suite

InVision

Principle

Agile Development

HTML5

CSS 3

Responsive Design Techniques

WordPress

SEO

Google Analytics

Dotmailer

Litmus

FTP / Plesk Hosting Platform

## EDUCATION

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

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

## AWARDS

1996

The Apple Student Design Project

Virtual Communities Project

UK Team Representative

1995

Royal Society of Arts

Student Design Awards

Winner - Multimedia Category

As an experienced and creative designer I strive to deliver effective engaging solutions that draw from lessons learnt in previous projects combined with the new ideas and influences I'm absorbing every day.

## PROFILE

### Adam Kenny | Senior Product Designer

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

## EMPLOYMENT

### BT Enterprise | UX / UI Designer | Contract | June 2019 - April 2020

Working within one of the four digital teams that comprise the Enterprise division of BT, I was responsible for the design and visual development of KCI (Keep Customer Informed) email messaging for all BT's small business and public sector customers. Our goal was to ensure customers were kept up to date with all aspects of their service, from order confirmations through to equipment delivery and fault tracking resolution.

From discussions with stakeholders, identifying messaging goals and requirements, through to design and visual layout, I worked closely with the wider design teams on the development and maintenance of a UI style guide for all BT email messaging.

url : business.bt.com

### Sky | UX / UI Designer | Contract | August 2018 - February 2019

As a member of the UX/UI design team in Sky's Interactive TV Department I was responsible for the design and development of new user experiences for customers of their flagship Sky + and Sky Q TV platforms.

Focusing on the end to end user experience, backed up by customer data analysis, I worked on several journeys delivering new products and upgrade options for customers, alongside the ongoing redesign of 'Sky Shop' and visual development of the 'My Account' section.

Working closely with the stakeholders all journeys were taken from flow diagram to detailed mock-ups and interactive prototypes for hand over to relevant delivery teams.

#### Key Projects

- Design and delivery of Sky's 'Q experience' multiscreen and Mini box upgrade journey.
- Design and development of Broadband upgrade/regrade journeys for new and existing Sky Broadband customers via Sky + and Sky Q TV.

### BT Consumer | Visual Designer | Contract | September 2017 - June 2018

As a member of the Visual Design team working on BT Consumers' Broadband, Mobile and TV retail sites it was our collective task to ensure inspiring, engaging experiences for all users through the use of iconography, typography, colour, space and texture.

Collaborating with the UX team we strived to create experience-oriented designs for new and existing customer facing products through online and mobile applications.

#### Key Projects

- Development of new site content from agreed UX and wireframes through to high-quality finished visuals.
- Design and creation of marketing collateral throughout the sites in line with branding and style guidelines.
- Maintenance of existing page content in preparation for transition to new site design and structure within AEM.

url : home.bt.com

Employment details continued overleaf.



# Adam Kenny | Senior Product Designer

adam-k.com

## DETAILS

Adam Kenny  
adam-k.com  
adamk@adam-k.com  
07595333718  
linkedin.com/in/adamkenny

## SPECIALITIES

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

## SKILLS

Paper & pencil  
UXPin  
Axure  
Sketch  
Adobe Creative Suite  
InVision  
Principle  
Agile Development  
HTML5  
CSS 3  
Responsive Design Techniques  
WordPress  
SEO  
Google Analytics  
Dotmailer  
Litmus  
FTP / Plesk Hosting Platform

## EDUCATION

1995 - 1998 University of Westminster  
MA, Design & Media Arts  
  
1992 - 1995 University of Westminster  
BA (Hons) 1st, Graphic Information Design

## AWARDS

1996  
The Apple Student Design Project  
Virtual Communities Project  
UK Team Representative  
  
1995  
Royal Society of Arts  
Student Design Awards  
Winner - Multimedia Category

## EMPLOYMENT

### MyOffers Ltd. | UX / UI Digital Designer | October 2015 - January 2017

As UX/UI Digital Designer for MyOffers I was responsible for the development, visual design and creation of new content for myoffers.co.uk, transforming conceptual ideas into coherent compelling user experiences.

From initial discussions, sketches, user flows and wireframes through to high-fidelity prototypes I communicated all design solutions and proposals to stakeholders and product owners, articulating the rationale for key decisions and direction. Working within an Agile environment, I provided support to the development team with guidance on usability principals, best design practices, creation of assets, documentation, interaction and style guides.

#### Key Projects

- Redesign of MyOffers.co.uk homepage to improve the use and variety of content, highlighting winners, the winning process itself and the better integration of existing MyOffers social media output.
- Development of prize questionnaire template to improve use of imagery, prize description and social media.
- Redesign of member profile and navigation area to enhance and incentivise the experience for regular visitors and encourage re-engagement from members returning to the site after a long time period.

url : myoffers.co.uk

### Z-CARD® Ltd. | Senior Web Designer | November 2006 - June 2015

As Senior Web Designer at Z-CARD® I was responsible for the design, development and direction of all of the company's digital output incorporating web, mobile and email marketing components. I designed, built and maintained Z-CARD®'s suite of European and global websites, HTML email marketing for global Z-CARD® territories, Intranet, mobile web and campaign microsites.

I took Z-CARD®'s web and mobile sites through three company wide rebrands and had a lead role in the development of campaign ideas, planning and strategy for the effective integration of web, mobile and eCRMs into Z-CARD®'s and clients marketing activity.

#### Key Projects

- Planning, design, build and maintenance of zcard.co.uk and nineteen territory websites.
- Design, build and management of Z-CARD® email eCRM marketing for the UK and nine territories.
- Creative input for campaign briefing of Z-CARD® UK and European marketing.

url : zcard.co.uk

### Which? | Which? Online Production Assistant | May 2003 - August 2006

As a member of the Which? Online production team I played a key role in the maintenance of the which.co.uk subscription sites. I was responsible for the conversion of existing Which? Magazine content, via HTML templates developed by the production team, for delivery on the Which? Online and Which? Extra sites. Alongside the daily editorial and technical maintenance of the sites via the CMS, I was involved with the ongoing development of site structure, navigation, content, functionality and design.

url : which.co.uk

### Equations Ltd. | New Media Designer | January 1997 - June 2002

As sole designer at Equations I was responsible for concept development, design and production of projects to be delivered online or as CD-ROM interactive presentations. Whilst involved with all aspects of user interface, screen design and delivery, I also managed the development of the brief and information architecture with the client, through to product testing and technical documentation.

Key projects delivered during this period were 'Planfitter', an e-business sales tool for First National Bank and a CD-ROM based technical presentation for British Airways, showcasing their new 'COPS 4.0' accounting software.

## REFERENCES

References from BT, Sky and Z-CARD® are available upon request.