



# Adam Kenny | Senior Product Designer

adam-k.com  
adamk@adam-k.com  
07595333718



## EMPLOYMENT

### 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 key user journeys and UX development of a suite of apps for First Groups main train operating companies.

Focusing on ticket refund and ticket 'Change of Journey' processes, I worked closely with the various stakeholders to understand, map and visualise user journeys within these processes, ensuring the customers needs were met alongside any rail industry legislation and inside the capabilities of the apps existing payment systems.

Working with the iOS and Android development teams, visuals for all stages of each process were delivered, utilising and developing a suite of agreed UI libraries and components across mobile platforms and in line with First Groups train operators branding.

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

As the UX/UI Designer within the BT 'Identity' Squad, I was tasked with the improvement, in both experience and conversion rate, of online account registration for BT customers. Analysis of all account sign up processes within the business, including those via telephone agents, enabled us to understand issues faced by customers and pinpoint where, when and why users were abandoning the registration journey.

Alongside incremental changes to the existing processes, proposals for a complete overhaul of account registration were put forward, incorporating existing and emerging secure authentication technologies.

### 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 BT's SME 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 identifying stakeholder requirements, through to visual design, I worked with the 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 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, 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.

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

As a member of the Visual Design team working on BT Consumers' Broadband, Mobile and TV retail sites it was our task to ensure inspiring, engaging experiences. Collaborating with the UX team we strived to create experience oriented designs for all BT customer facing products through online and mobile applications.

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

Responsible for the visual design and development for myoffers.co.uk, transforming concepts into coherent compelling user experiences. From initial sketches, user flows and wireframes through to high-fidelity prototypes I communicated all proposals to stakeholders and product owners, articulating the rationale for key decisions and direction. I also supported the development team with required visual assets, UI style guides and documentation.

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

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

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

Involved in the design and development of Which? Magazine content for delivery on Which? Online sites.

### Equations Ltd. | New Media Designer | 01.1997 - 06.2002

Responsible for design and production 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