



PROFILE

With over twenty five years experience in the design industry, supporting brands such as Goldman Sachs, BT and Sky, I strive to deliver effective, engaging solutions for all users. My approach to problem-solving draws on lessons learnt, combined with fresh ideas and influences I continue to absorb every day.

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

SELECTED PROJECTS

Goldman Sachs | Asset Management | [View Project](#) >>

Redesign of Goldman Sachs Asset Management 'Fund Finder' tool to improve the delivery, organisation, listing and user filtering of financial products available to their customers. With a focus on faster visual feedback for search criteria and filtering options, alongside logical grouping of related products, to enable investors and financial advisors to research, collate and compare offerings relevant to their own or client portfolios.

First Rail | Ticket Purchase & Refund Journeys | [View Project](#) >>

Planning, mapping and development of customer journeys within First Group's mobile apps for their main train operating companies. Focusing on ticket refund and 'Change of Journey' processes, ensuring customer needs were met in line with industry legislation and the capabilities of the existing platform's payment system.

British Telecom | Online Account Registration | [View Project](#) >>

Development of the overall experience and conversion rate of account registration for BT customers. The analysis of sign up process within the business identified the issues and frustrations experienced by the customers, allowing the mapping, design and proposals of a new registration journey which utilised emerging and approved BT Security processes.

Sky | Interactive TV Upgrade Journeys | [View Project](#) >>

Design and delivery of customer purchase journeys for the Sky+ and Sky Q TV platforms. Utilising customer data analysis, new product upgrade and purchase journeys were delivered alongside the ongoing visual development of 'Sky Shop' and functionality of the 'My Account' section.

All project work available at adam-k.com | [View Portfolio](#) >>

SKILLS

Creative problem solving
Information architecture
User journey mapping
Wireframing & prototyping
User research & testing
UI Design
Interaction design
Design Systems
Responsive design
Application development
Agile development

TOOLS

Pencil & paper
UXPin
Axure
Miro
Figma
Sketch
Adobe Photoshop
Principle
HTML / CSS
WordPress Development
Jira Software

EDUCATION

1995 - 98 University of Westminster
MA, Design & Media Arts

1992 - 95 University of Westminster
BA 1st, Graphic Information Design

EXPERIENCE

Publicis Sapient | UX Designer | 03.2023 - 06.2023 | [View Project](#) >>

As a member of the Publicis Sapient UX team, I contributed to the discovery and redesign phase of the Goldman Sachs Asset Management site.

Focusing on their range of investment funds, we aimed to improve the organisation, listing and filtering of products, while delivering data tailored to the needs of different investor types. Considerations included:

- Logical grouping of related share classes to enhance usability across multiple results matching search criteria or filters
- Providing an overview of each result to support fund assessment prior to visiting detailed product pages
- Displaying 'At a Glance' pricing details for quick comparison, alongside in-depth performance data and investment objectives
- Ensuring accessible, relevant fund literature for investors and financial intermediaries to support further comparison or off-site research
- Sharing industry insights and market trends to build customer confidence and inform investment decisions

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

As the UX/UI Designer for the First Rail team at Future Platforms, I was responsible for planning and designing user purchase journeys across a suite of apps for First Group's main train operating companies.

Focusing on ticket refund and 'Change of Journey' processes, I collaborated with stakeholders to map and visualise user journeys, ensuring customer needs were met in line with rail industry legislation and within the constraints of the existing app infrastructure. Key stages included:

- Analysing refund and ticket amendment options, both online and at stations, to understand the possibilities and limitations of post-purchase actions
- Integrating new user journeys within the existing framework, clearly informing customers of their ticket details, available post-purchase options, and the status of any refund or amendment requests
- Developing and mapping UX/UI for both journeys in collaboration with the iOS and Android teams, utilising agreed libraries and components across mobile platforms



EXPERIENCE

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

As the UX/UI Designer within the BT 'Identity' team, I was responsible for improving both the user experience and conversion rate of online account registration for BT customers. Analysis of all registration processes across the business, including those handled by telephone agents, enabled us to identify customer pain points and pinpoint where, when and why users were abandoning the journey. Key stages included:

- Analysing and identifying changes to the existing sign-up process to improve registration conversion rates
- Implementing incremental UX/UI updates to address journey 'pinch points' which incorporated newly approved BT Security processes
- Delivering a redesigned registration journey, visualised through a prototype that combined our findings within the BT's design guidelines

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

Working within one of four BT Enterprise digital teams, I led the design and visual development of email messaging for all BT's small business and public sector customers. Aimed at keeping customers informed across all aspects of their service, the project involved a visual redesign and front-end overhaul of messaging, from order confirmations to equipment delivery and fault tracking resolution. Responsible for:

- Analysing existing messaging content design across responsive devices, including the use of marketing and product imagery
- Integrating messaging with relevant content on the BT Enterprise site to improve the effectiveness of CTAs and overall customer experience

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 designing and developing new user experiences for customers of the Sky+ and Sky Q TV platforms. With a focus on the end-to-end user journey, supported by customer data analysis, I worked across multiple initiatives to deliver new product and upgrade options, alongside the ongoing redesign of 'Sky Shop' and the visual development of the 'My Account' section. Projects included:

- Designing and delivering the 'Q Experience' multiscreen and Mini box upgrade journey
- Exploratory design and development of broadband upgrade journeys for new and existing Sky Broadband customers via Sky+ and Sky Q TV

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

As a member of the BT Consumer Design Team, our collective task was to deliver inspiring, engaging experiences across BT's Broadband, Mobile and TV retail sites. In partnership with the UX team, we created experience-led designs for all customer-facing products across both web and mobile platforms. Responsibilities included:

- Developing site content from agreed UX and wireframes through to high-quality finished visuals
- Designing and creating marketing collateral throughout the sites, aligned with branding and style guidelines

MyOffers Ltd. | UX / UI Designer | 10.2015 - 01.2017 | [View Key Project >>](#)

As UX/UI Designer for MyOffers, I led the development, design and content creation for myoffers.co.uk. From initial wireframes through to high-fidelity prototypes, I collaborated closely with key stakeholders and supported the development team with visual assets, UI style guides and documentation. Key projects included:

- Redesign of myoffers.co.uk to improve user interaction with prize content
- Overhaul of member profiles and site navigation to enhance the experience for regular users and encourage customer re-engagement

Z-CARD® Ltd. | Senior Web Designer | 11.2006 - 06.2015 | [View Project >>](#)

As Senior Web Designer at Z-CARD®, I was responsible for the design and development of all web, mobile and email marketing. I designed, built and maintained Z-CARD®'s suite of global websites, and took a lead role in the integration of web, mobile and eCRM platforms into the company's marketing activity. Responsible for:

- Planning, designing, building and maintaining zcard.co.uk and nineteen territory websites
- Designing, building and managing Z-CARD®'s email eCRM marketing for the UK and nine global territories

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

As a member of the Which? Online production team, I contributed to the design and delivery of content for the which.co.uk sites. Responsibilities included:

- Converting Which? Magazine content into HTML templates for publication on the Which? Online and Which? Extra subscription platforms
- Supporting the ongoing development of site structure, navigation, editorial content, functionality and design via the CMS

Equations Ltd. | New Media Designer | 01.1997 - 06.2002

As the designer at Equations, I led the development, design and production of projects delivered online or as interactive presentations. Responsibilities included:

- Developing briefs and information architecture with clients, through to UX/UI design and technical documentation
- Delivering 'Planfitter', a sales tool for First National Bank, and a CD-ROM-based presentation for British Airways' 'COPS 4.0' accounting software