

# Andy Larkin [alarkin.co.uk](http://alarkin.co.uk)

UX design - leads on research, strategy, wireframes and UI

## **Product Design/UX Consultant** Tide Banking

Aug – ongoing

Responsible for the UX and research of a part of the app within the customer engagement team.

Unlimited: Barilla pasta

May - June 22

Six week discovery project reviewing the Barilla websites, presenting new IA and UX solutions to stakeholders.

AKQA: Here.com

Mar - May 22

Migration project for global tech company, moving content from two sub-domains into a parent site. Presented user flows, data and prototypes to demo my solution for the minimum user disruption.

Digitas: Visa

Dec 21/Mar 22

Joined the team at a crucial point with the project needing UX momentum and a client focus. I led the review of a Visa website, working with an existing design system and suggesting new additions.

## **Senior User Experience Architect** AKQA: The World Gold Council, DeBeers, WPP

Nov 20 - Sept 21

Managed the research, IA review and redesign of a responsive website for a global investment organisation. I led workshops, the qualitative research and client presentations. My **second** role was for DeBeers creating a configurator app. My **third** project was design system creation, where I consulted multiple teams across WPP. Presenting recommendations to the client, resulting in a new company-wide platform utilising this library.

## **Senior Product Designer** Oxford University Press

Aug - Oct 20

Responsible for the design refresh and pattern library updates for one of OUP's most popular products.

## **Senior UX designer** LexisNexis, Farringdon, London

May 19 – April 20

I led the UX design of a financial product that handles due diligence and monitoring. A global team and product meant I covered multiple time zones, differing user needs and worked closely with external developers.

## **UX and UI consultant** Pearson, the Strand, London

Aug 16 – Dec 18

Designed a global image rights tool. Led the user testing, the responsive final UI and a new design system.

## **Senior UX and UI designer** Pearson, the Strand, London

July 15 – May 16

Responsible for the research, wireframes and final UI of the Android app, smartphone and tablet. Reviewed accessibility standards, scripted and led the user testing sessions. Work closely with the agency Clearleft.

## **Digital design team leader** Macmillan Education, London

Nov 13 – July 15

Managed the digital team. Led the user testing and presented to stakeholders and in company-wide meetings.

## **UX designer** Pearson, the Strand, London

Sept 11 – Oct 13

Designed an online curriculum platform for KS3 students and teachers. I tested in schools and showed work.

## **Senior producer** BBC, London and Salford

Dec 10 – Nov 11

I managed a budget, developers, editors, external agencies and illustrators. Set up the infographics design system and commissioned new illustrators - the [KS1 games](#) I oversaw were shortlisted for a BIMA..

## Achievements and highlights

- **Winner :) YunoJuno UX freelancer of the year award 2021**
- My work was highlighted in the 2020 Q4 report by the CEO of AKQA
- Nominated for the YunoJuno UX freelancer of the year award 2019
- Global e-learning platform launched for Pearson in 2016
- Created complete suite of e-learning products for Macmillan Education in 2013 - 15
- Presented at UX Brighton in 2013
- Agency I worked with while at the BBC were nominated for a BIMA award in 2012
- Led in person user-testing sessions at London, Berlin, Madrid, Manchester and Brighton

## Skills - expert

- Figma, Sketch, Miro, Keynote, Axure, Invision and Zeplin
- Adobe CC
- Accessibility
- Kanban and Scrum
- Jira and Basecamp

## Additional skills

Freelance illustrator, published several times and regularly commissioned

## Education and training

B.A. (HONS) Graphic Design 2:1      Bath Spa University College

Management Skills (1 year programme)      Cranfield University

## Interests

- Competed in the Parachute Regiment 10 mile and the British Rowing Indoor Championships
- Illustration
- UX and web developments

References available on request