

Tom Gilbert Scott

Lead Visual UX Designer

78C Regina Road, London, N4 3PP

T: 0795 8322 098 E: tom@tomgilbertscott.com

W: tomgilbertscott.com

Profile

Pro-active, innovative thinker, who thrives on new challenges

14 years experience building and leading digital design and development teams

A passion for creating beautiful, user-centric designs and interfaces that deliver measurable results

Comfortable working across web, tablet and mobile, and conversant with responsive and adaptive techniques

A hands-on approach that ensures design concepts quickly become usable, interactive experiences

Able to effectively bridge gaps between technical, creative and business stakeholders

Friendly and open nature with good communication and interpersonal skills

Extensive experience of e-commerce across a wide range of sectors

Practical experience of agile development practices with small and large teams

Excellent knowledge of internet technologies (skilled in HTML5, CSS, JavaScript, PHP and Ruby on Rails)

Founded and led digital design and development agency, Talking Pixels, for 6 years

Clients

Tesco, Carphone Warehouse, Geek Squad, Institute for European Environmental Policy, British Press Photographers' Association, The Press Photographers' Year, Jo Wood Organics, Roberson Wine Merchant, Unicef, Vocalink (formerly BACS), Topshop, Sony PSP, Deloitte, NatWest, RBS, WorldPay,

Experience

2013-present

Design & UX Lead, Tesco Groceries

Built and now lead a new UX design team working on the future of Tesco's UK groceries website. Role includes:

- Recruitment, leadership and day-to-day management of a tight knit team of UX and visual designers
- Conception and introduction of new user-centric strategic design and UX processes
- Evangelising and communicating the value of good design and UX practice
- Presenting and exploring design concepts with the business leadership team
- Providing creative direction and leading the creation of new digital design guidelines
- Development of high-definition, high-interactivity prototyping methods to encourage 'fail early, fail fast, fail often'
- Working closely with agile development teams to ensure design concepts are viable and effectively realised
- Establishing networks and linking up with other design and UX teams around the business

2012-2013

Lead Visual UX Designer, Tesco Wine

Sole responsibility for a forthcoming redesign of Tesco's online wine business. Role included:

- Definition of brief and engagement of stakeholders
- Development of a new brand for Tesco Wine
- A complete website redesign, following good design and UX practices (not live yet)
- Development of an interactive, fully responsive HTML prototype as a proof-of-concept
- Prompted the adoption of responsive/adaptive techniques across the wider business
- Complete redesign of the Tesco mobile wine website in three weeks, leading to an immediate **250% increase in turnover**

2011-2013

Private Web Design & Development Tutor

Part-time tutoring to help individuals design and build better websites.

- 2011-2012 **Lead Visual UX Designer, Geek Squad UK / Carphone Warehouse**
Sole designer for a complete website redesign and build for Geek Squad UK. The project involved translation of business objectives into a viable online presence, a complete rethink of how the site communicates with it's audience, as well as a branding refresh.
- 2005-2011 **Founder & Director, Talking Pixels, London, UK**
Founded and ran a digital design and development agency for 6 years providing high quality, bespoke solutions for a wide range of clients in creative, retail, media and technology industries.
- 2003-2005 **Design Manager, Chameleon Net, London, UK**
Created and managed a new design team, responsible for designing and building web interfaces for a wide range of clients, contributing to threefold growth of company over two years.
- 2001-2002 **Overseas Travel**
- 1999-2001 **Designer & Design Manager, WorldPay plc, Cambridge, UK**
Developed a wide range of skills and took responsibility for running a team of designers, during a period in which WorldPay grew to be one of the largest payment service providers in the world.

Technical Skills

- Design Photoshop, Illustrator, InDesign, Fireworks, Dreamweaver, Flash, Axure, OmniGraffle
- Development HTML5, XHTML, CSS3, JavaScript, JQuery, Ruby on Rails, PHP, MySQL, Agile/Scrum
- Desktop Mac OSX & Windows, MS Office, etc.

Education

- 1996-1999 **BSc Audio & Music Technology, 2:1**
Anglia Ruskin University, Cambridge, UK
Subjects studied include: Multimedia Design, Data Communications, Digital Synthesis and Software, Copyright and Contract Law, Sound Recording and Reproduction, MIDI, Signal Processing, Electronics, Acoustics, Mathematics.
- 1989-1995 **11 GCSEs & 3 A-levels (Design, Electronics, Chemistry)**
Queen Elizabeth's Community College, Crediton, Devon, UK