



I am a practitioner of digital design, with a wealth of experience and a professional approach. With over 19 years of professional experience, I am an accomplished digital product designer and interaction designer. I have demonstrated expertise in leading effective teams, contributing to successful and productive outcomes.

In my capacity as a digital product design generalist and interaction designer, my professional portfolio attests to my considerable expertise in this field, having been employed in the design and development of services central to the commercial and public sectors.

My design approach is centred on the user, ensuring that the work delivered by my team is consistent with brand guidelines, aligns with client and customer expectations, and considers the available technologies and mandated usability requirements.

I consider myself a hands-on leader with a proven ability to communicate effectively with developers, customers, delivery specialists, SMEs and stakeholders to drive consensus for designs that are both usable and scalable, and buildable.

## Experience

### **BJSS+CGI / Lead design consultant**

APRIL 2016 - PRESENT

BJSS is a globally successful IT and business services delivery organisation that specialises in the application of design thinking methodologies to provide strategic direction for its clientele.

As a Lead Design Consultant, the opportunity has arisen to work with a number of high-profile clients, including the NHS, HSBC and Specsavers.

The role involves close collaboration with a diverse range of stakeholders, delivery specialists, SMEs, backend and frontend engineers, and leading design teams. The purpose of this collaboration is to ensure that the digital solutions developed meet the clients' deadlines, expectations and needs.

## Skills

Agile · Design thinking · User research · Usability testing · Accessibility and inclusive design · Design systems · Stakeholder management · Workshop facilitation · Team leadership

## Software

Figma · Sketch · Axure RP · Abstract · GOV.UK prototyping · Mural / Miro

## **BJSS + CGI / Lead design consultant (continued)**

APRIL 2016 - PRESENT

As a Lead Design Consultant, the role encompasses full ownership of the design process, from the initial collection of client and user requirements through to deployment, post-release support and iterative enhancements.

The role extends to the provision of mentorship and guidance to less senior members of the team. This encompasses facilitating design critiques, providing guidance on enhancing productivity and collaboration with large delivery teams, and championing design thinking methodologies with clients and stakeholders.

For further details on my most recent projects, please refer to my portfolio, accessible at **[www.russjohnson.co.uk](http://www.russjohnson.co.uk)**.

## **Betway / Lead designer**

JUNE 2013 - FEB 2016

Betway is a pre-eminent figure within the online betting industry, offering a comprehensive suite of products encompassing sports betting, casino, bingo and poker. This distinguished entity caters to a global client base exceeding 2 million individuals.

In my capacity as UX Lead, I am responsible for ensuring the Betway brand-as-experience is applied across all Betway products. This includes the hypothesis generation, prototyping and validation of enhancements to the existing experience, as well as the spearheading of new product development.

In addition to the aforementioned responsibilities, I have been entrusted with the task of imparting the principles of usability-driven design methodologies to stakeholders, with the objective of enhancing subscriber engagement and retention.

## **Beam (part of The Mill Group) / Lead interaction designer**

MARCH 2010 to MAY 2013

In my capacity as Interaction Designer, I was responsible for all of Beam's public and client facing assets and materials, both on and off-line, as well as being Beam's brand guardian – a brand that I was instrumental in developing.

## **BBC World Service / Senior designer**

DECEMBER 2008 to MAY 2010

During my tenure at the BBC, I participated in the 1024 Rapid Delivery Project, which involved the transition of the 17 BBC language sites from the 800×600 resolution to a more contemporary, functional and aesthetically advanced 1024 resolution version.

The project demanded that all these re-launches be executed in accordance with a stringent, short-term timeline, employing Agile project management methodologies.

**Tiscali / Senior designer**

2003 to 2008

A key, design-led, hands-on management role within the busy [www.tiscali.co.uk](http://www.tiscali.co.uk) studio - the role of senior designer is to lead in the implementation and maintenance of pre-planned web pages; maintenance of graphical elements on current web pages and to oversee the graphical content and layout of one of the UK's largest ISP based Internet portal websites. This had to be done in accordance with the styles and aesthetic mandates set out by the Tiscali International design team, as well as instigating processes and layouts to best suite our immediate customer base and business requirements in accordance with the [www.tiscali.co.uk](http://www.tiscali.co.uk) brand identity.

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**[www.russjohnson.co.uk](http://www.russjohnson.co.uk)**