

DARYL S. WALKER-SMITH

SENIOR UX / INTERACTION DESIGNER

CONTACT

Address

Available on request

Telephone

Available on request

Email

Available on request

Web

postmodem.co.uk

Portfolio

postmodem.co.uk/design-portfolio

Password available on request

EXPERTISE

- Enterprise Design Thinking (EDT)
- Remote workshop facilitation
- Team management
- Design Systems
- Lo/Hi-Fi Prototyping
- Visual design / Branding
- Video / Animation

SOFTWARE

Prototyping

- Sketch App
- InVision
- Adobe XD
- Axure RP Pro

Visual design

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe After Effects
- Adobe Character Animator

Agile project management

- GitHub / GitHub Pages
- Jira / ZenHub / Trello

Other tools

- Slack
- Mural / Miro
- Notion

PROFILE

A dedicated and flexible Senior UX Designer who is passionate about bringing structure to ambiguity and developing human-centred experience-driven solutions in collaboration with multi-disciplinary teams.

Holding 19 years employment history within Design across a wide range of industries including Online Learning, the Heritage sector, Ecommerce, Financial Services and Enterprise Planning Software. A strategic thinker, who enjoys solving problems using a variety of solutions and continuously seeks out new methodologies and approaches.

EMPLOYMENT DETAIL

IBM - Senior UX Designer

2014 - Present

Working to improve the end-to-end user experience of IBM's Planning Analytics (PA) legacy software as part of IBM Business Analytics. Leading and working closely with a team of Designers based in the US and Canada, we use IBM's 'Enterprise Design Thinking' methodologies with cross-functional teams (Offering Management and Development) to gain a deeper understanding of our users, their pain points and how we can craft solutions to make their experience frictionless.

Iterative development of Lo-Fi to Hi-Fi wireframes and fully interactive prototypes for testing with users before any development work at scale takes place. Also responsible for the creation and maintenance of the team's Sketch component libraries to ensure consistency and alignment with the IBM Carbon Design System.

Successes and large-scale projects completed include:

- Planning Analytics Workspace (Cloud) – Modernisation of the current offering.
- PA Self-service / On Demand – Design of a new entry-point for prospective PA Users.
- CoSTA (Cognitive Spreadsheet Transformation Application) – Enabling users to easily create Planning Analytics models from their existing spreadsheets using AI and Machine Learning.

CPPGroup Plc – Group Ecommerce Design Manager

2010 - 2014

Managed and delivered the design output of frontend ecommerce deliveries for CPP's digital team, from initial research, wireframes and Axure prototypes through to HTML and CSS coding, with a firm focus on usability.

Acted as a senior member of the Group's digital team in defining the advancement of the department through UX and UCD best practices and implementation. Managed in-house designers as well as design agencies and vendors.

Successes and large-scale projects completed include:

- Introduced responsive HTML5/jQuery frameworks to design workflows and frontend build of new product area.
- Increased productivity by introducing new tools to the project workflow (e.g. Slack, Notable, Gather Content).
- Responsive redesign and implementation of the Group Corporate website.
- Introduction of Lean UX methodology including rapid prototyping.

EDUCATION

BSc Electronic Imaging & Media Communications, First Class

University of Bradford 1997 - 2001

Multi-disciplinary combined arts and science degree covering aspects of Graphic Design, Web Design, 3D Animation, Photography, Audio/Video production and post-production.

Team Leader and graphic designer for the final year Enterprise project to produce an enhanced CD for the band Seafood.

Final year individual project 'Jelly Babies' featured in Computer Arts and subsequently sold to the BBC.

AWARDS

IBM

Outstanding Technical Achievement
2017

University of Bradford

EIMC Founders Prize
2001

SOCIAL

Twitter

[@darylws](#)

Instagram

[@darylws](#)

LinkedIn

[linkedin.com/darylwalkersmith](https://www.linkedin.com/darylwalkersmith)

REFERENCES

Available on request.

EMPLOYMENT DETAIL CONTINUED

Ebuyer (UK) Ltd. - Senior Web Designer

2008 - 2010

Leading a team of four web/print designers as well as one social media coordinator. Responsible for the design of large scale projects, whilst developing and encouraging innovative designs from individuals within the team. Day-to-day liaison with product managers, marketing executives and members of the senior management team to ensure all designs produced align to the corporate strategy.

Large-scale projects completed and commercial successes for Ebuyer included:

- Redesign and implementation of the Ebuyer.com homepage/product pages.
- Increased revenue through introduction of 'back in stock' notification emails.
- Introduction of Twitter to Ebuyer as a marketing/customer communication tool.
- Design and supervision of offline print campaigns, micro-sites and banner advertising.

Continuum Group - Multimedia Graphic Designer

2005 - 2008

Design of intuitive touchscreen interactives for museum kiosks as well as providing photography (including QTVR), illustrations and Flash animations where appropriate. Also responsible for the design, build and maintenance of both the organisation's attractions & client websites using a bespoke CMS built in PHP/MySQL.

Sample projects include:

- Aston Hall (Virtual Tour) UI Design, QTVR Photography.
- Attraction Website Design Website design & build for various Continuum attractions.
- Weston Park Museum Flash weather interactive Kiosk design and build.

Postmodern Design - Freelance Interactive Designer

2003 - 2005

Contracts included:

- BANC Leeds - Lacoste Pink / Boss / Baldessarini
Design of Flash interactive sites and overseeing of other freelancers.
- Centre for Educational Leadership - Manchester University
Creation of the 'Design and Development Process' CD-ROM.

BBC Worldwide Interactive Learning - Interactive Designer

2001 - 2003

Provided an extensive range of creative solutions for public sector learning organisations, ensuring that interface designs were stylish, clear and navigable. Overseeing projects and coordinating freelance designers as required.

Sample projects included:

- Webwise Explorer – BBC Design & build of promotional CD-ROM.
- Open2.Net - Open Uni. Design & build of websites for OU TV Programming.

Standard Life - Systems Coordinator / Senior Clerk

1989 - 1997

Responsibility for the upkeep and maintenance of PC and Telephone systems throughout the Leeds office.