

DARYL S. WALKER-SMITH

SENIOR UX / INTERACTION DESIGNER

CONTACT

Address

Available on request

Telephone

Available on request

Email

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Web

postmodem.co.uk

Portfolio

postmodem.co.uk/design-portfolio

Password available on request

EXPERTISE

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

SOFTWARE

Prototyping

- Figma
- Sketch
- 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 / Confluence / Trello

Other tools

- Slack / Teams
- Miro / Mural
- Notion

PROFILE

A dedicated and flexible user experience designer, passionate about bringing structure to ambiguity and developing human-centred experience-driven solutions in collaboration with multidisciplinary teams.

With 20 years employment history within Design across a wide range of industries including Enterprise Planning Software, eLearning, Ecommerce, Financial Services and the Heritage sector. A strategic thinker, who enjoys solving problems using a variety of solutions and continuously seeks out new methodologies and approaches.

EMPLOYMENT DETAIL

Greensill Capital - Senior UX/UI Designer

2020 - Present

Responsible for workshop facilitation and development of product task flows in collaboration with key stakeholders. Creation of wire-frames and interactive prototypes to address identified pain points and to get early feedback from both users and stakeholders. Also responsible for conducting user research and testing.

Successes and large-scale projects completed include:

- Design lead for the Greensill Design System.
- Improvements made to the Verdi platform based on user testing and feedback.

IBM - Senior UX Designer

2014 - 2020

Worked 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, using 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 wire-frames and fully interactive prototypes for testing with users before any development work at scale takes place.

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 ML.

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, wire-frames and Axure prototypes through to HTML and CSS coding, with a firm focus on UX and UCD best practices.

Successes and large-scale projects completed include:

- Introduced responsive HTML5/jQuery frameworks to design workflows and frontend.
- Increased productivity by introducing new tools to the project workflow.
- 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 Hons
University of Bradford 1997 - 2001

Multidisciplinary 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
Awarded for work on the Business Analytics design system and creation/upkeep of shared Sketch libraries.

University of Bradford EIMC Founders Prize
2001

SOCIAL

Twitter
[@darylws](#)

Instagram
[@darylws](#)

LinkedIn
[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, microsites 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.