



M: 07789 861 443 E: tim.farr@tfdigi.com

UX / UI designer with over 20 years' experience of driving digital design initiatives. I deliver end-to-end, full lifecycle projects, creating successful and engaging digital products. I offer solid support as a collaborative team member, mentor or consultant.

Sectors: fintech, commercial, retail, agency, charity and public sector.

Education

BA (hons) 2:1 Politics and Government / London Metropolitan University (formerly Guildhall)

Wyke Sixth Form College / Hull, East Yorkshire | Beverley Grammar School / Beverley, East Yorkshire

Disciplines

Agile user workshops process flows / maps personas / archetypes user / job stories IA
accessibility / WCAG GDPR wireframing prototyping hifi visuals user testing

Employment

Bank of Ireland UX Designer / Bristol / Oct 2018 - Present

- Created prototypes modelling complex updates to **ROME**, Bol's mortgage management platform
- Development progress was threatened by compliance issues and inefficient legacy technologies
- Elementary analysis of each problem uncovered solutions, leading to prototype amendments
- Upgraded service successfully delivered to customers, third parties and internal Bol staff

REQUIRED SKILLS: AGILE | QUANTITATIVE / QUALITATIVE DATA ANALYSIS | WIREFRAMING |
HIFI PROTOTYPING | END USER TESTING | UAT TESTING

Capita UI UX Designer / Chippenham / Jun 2015 - Oct 2018

- Responsible for delivering complex IA, UX and UI for the **Horizon** social housing management software
- Greenfield project, required sophisticated, dynamic wireframes and an interactive pattern library
- Workshops with BAs, Product Owner and end users extracted functional and behavioural requirements
- The rapidly built wireframes and prototypes were used by developers as their primary reference tool

- Capita's **One Digital** and **Advantage Education** software products required UI design reviews
- I created updated contemporary design languages and applied the CSS to the existing UI coding
- I faced the difficulty of convincing **Advantage Education** developers to adopt the new styling practices
- 1-to-1 mentoring and rollout webinars built trust, convincing them of the need for a new design language

Capita continued overleaf

- As a UX consultant to **Barnet Borough Council**, I facilitated workshop discovery sessions
- The goal was to uncover how citizens wanted to digitally receive their council services
- I had to firstly disarm the residents' initial cynicism towards me, as a non-council, Capita employee
- I achieved this through empathy and transparent honesty, and in turn created a positive environment
- The workshops became enjoyable, even fun, and valuable insights were extracted and recorded
- These findings formed the basis of my recommendations to the council, influencing future digital strategy

REQUIRED SKILLS: USER AND STAKEHOLDER WORKSHOPS | PROCESS MAPPING | PROTOTYPES | BOOTSTRAP SASS INSTALLATION | MENTORING | WEBINARS

JLT / Thistle Insurance Web Designer / Gloucester / Feb 2013 - Jun 2015

- **Thistle Insurance** required a set of transactional insurance websites for a range of niche products
- The inadequate, legacy technologies proved a barrier to performance, jeopardising the entire project
- As a team we combined minification and CDN to speed up slow service delivery
- Rapid mastering of the Orchestra CMS and mentoring of colleagues resulted in delivery of the websites

REQUIRED SKILLS: AGILE | CUSTOMER / COMPETITOR ANALYSIS | CMS | BOOTSTRAP | AWS | MENTORING | TESTING

PCG (IPSE) and Accolade Wine Contractor / London & Bristol / Aug 2011 - Feb 2013

- Influential team player in the development and launch of the **PCG** membership management website
- As content designer and Drupal consultant, I successfully tutored reluctant staff to use the admin area
- I also enhanced PHP plugins to provide striking new frontend features and created a content taxonomy
- With minimal resources, I built the Drupal website for **Accolade Wine's Banrock Station**
- I followed brand guidelines, hand-coded interactive jQuery, enhanced site plug-ins and optimised for SEO

Additional clients: **Unilever, Barclaycard** and the **Post Office**.

REQUIRED SKILLS: DRUPAL | WORDPRESS | CONTENT DESIGN | SEO | MENTORING

T&T Advertising Creative Lead & Studio Manager / Bristol / Jan 2010 - Aug 2011

- Soon after my joining, the agency's main client, **Appeal**, put their creative contract to tender
- I steered the pitch that retained the contract and led to the renewal of the media and digital contracts
- Deliverables included an upmarket rebrand, content review and a new digital strategy
- I personally authored all the copy for the full range of digital and printed brochure marketing materials
- This elevation of the company's brand value was instrumental in doubling sales within months of relaunch

Additional client: **Yeo Valley**

REQUIRED SKILLS: ART DIRECTION | CONTENT DESIGN | COPY WRITING | DRUPAL | WORDPRESS

Proteus Marketing Communications Digital Designer / Bristol / Sep 2009 - Jan 2010

- CMS websites and interactive online tools for **Lloyds** and **First Great Western**.

REQUIRED SKILLS: JOOMLA | UI DESIGN

Design Workshop Designer / East Yorkshire / Jun 2005 - Sep 2009

- Hand-coded PHP CMS for **East Yorkshire Council** and branded web products for **Reckitt Benckiser**

REQUIRED SKILLS: BRANDING | PHP | ACCESSIBILITY | WCAG

Linfoots Creative Communications Designer / East Yorkshire / Nov 2002 - Jun 2005

- Branding, marketing and advertising across all channels for **Procter & Gamble**

REQUIRED SKILLS: HTML | CSS | CORPORATE IDENTITY | BRAND MANAGEMENT

Riskclick Insurance Software Website Editor / London & New York / Nov 2000 - Nov 2002

- Content management, proofing and editing of an online insurance library

REQUIRED SKILLS: HTML | CSS | CONTENT DESIGN | EDITING

City of London Police Intranet Intelligence Officer (Civilian Support) / May 1997 - Nov 2000

- Design and population of a touch-screen intelligence intranet: IA, UI, video, copy writing and editing

REQUIRED SKILLS: IA | CONTENT DESIGN | BRANDING | EDITING

Technologies

HTML5 CSS3 JavaScript Sass Bootstrap Foundation CDN RWD

Software and Applications

Axure Photoshop Illustrator Google Analytics WordPress Drupal

Interests

As a keen musician and sketch artist, I enjoy gigging, the arts and travel.

Location

Resident	Bristol (willing to travel)	Transport	Full, clean driving licence
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Contact

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