With over 10 years of industry experience, I've grown to specialise in delivering high-quality digital products and tools, enabling clients to build their ideas into real things that other people can use. I've worked for some of the biggest tech brands in the world, from blockchain technology to sports, from e-commerce to e-learning.

My recent work spans over a year at IOHK working on native DApps and web products for a decentralised future. Before that, a year at The International Tennis Federation, bringing tennis to fans and players everywhere on any device, and then a 2-year contract at Dyson, designing multiple websites for The James Dyson Foundation and leading a team of designers to deliver a complete overhaul of dyson.co.uk in Canada.

I also run a YouTube channel and travel blog called The Trail Hunter with over 25,000 subscribers, aimed at aspiring and experienced long-distance hikers who want to lighten their load and hike in different countries around the world.

Lastly, I started my own company designing and developing waterproof, tearproof, recyclable notebooks for human-powered travel and decided to call Thrunotes.

The right stuff

Visual Communication
2012 - BA (Hons) 1st class
aub.ac.uk

Visual Communication
2011 - FDA 2:1
aub.ac.uk

Diploma Art and Design
2008 - Merit
aub.ac.uk

Tool kit

- Sketch
- Invision
- Zeplin
- Photoshop
- Illustrator
- InDesign
- Premier
- After Effects
- HTML
- CSS
- JQuery

Skill set

- UX/UI Design
- Prototyping
- Usability testing
- User research and empathy mapping
- Content strategy
- Front-end web development
- Developer collaboration
- Video editing and motion graphics
- Design for print and publishing
- Nurturing new talent
- Making people giggle

Current role

Product Designer
Input Output Hong Kong
September 2020 - Present

With the rise of technology and the internet, we're living in a world where trust, identity, security, finance, data, and power are at the top of our list when it comes to misuse and exploitation. The people of the world will ultimately seek out solutions to these personal, economic and political challenges. Blockchain technology is stepping up to the challenges we face in all aspects of our lives and is rapidly providing us with solutions. At IOHK, I've been lucky enough to have the opportunity to work on these solutions.

Financial agreements without banks, decentralised finance wallets, DApp stores, and smart contract development playgrounds are just some of the things I've been designing with the aim of putting them into the hands of millions, if not billions around the world.

Roles

Going back

Freelance UX/UI Designer - The International Tennis Federation

April 2019 - January 2020

My key tasks were to work closely in 2-week sprints with key stakeholders and developers in the business to deliver a user experience and UI style guide that would meet the requirements of the ITF 2024 strategy and incorporate all data into components that would scale across multiple devices and platforms. As the only designer, it was my responsibility to deliver finalised designs from UX concepts to designs ready for build, ensuring the built pages met the level of quality and attention to detail required.

Freelance UX/UI Designer - L'Oréal

February - March 2019

Hands-on role in delivering new user-centred end to end design for the Vichy sub-brand. My responsibilities included understanding their audience to deliver a UX strategy based on user needs to implement a new UI and content design structure from site map to wireframe and mobile-first designs, integrating articles and products across the e-commerce and editorial areas.

Freelance Senior UX/UI Designer - Dyson

December 2016 - August 2018

After redesigning The James Dyson Foundation websites for the first 9 months my contract was extended to lead the design team for market rollout of the new dyson.co.uk website to dysoncanada.ca. My role involved planning and sign-off of our junior designer's work, nurturing the new talent in the team and ensuring a high-quality output of pages. As a team we achieved the fastest rollout of any market in Digital Leap.

Freelance Mid-weight Digital/UI Designer - Google Squared

September 2014 - July 2016

Google already had a face-to-face programme called Squared, my job was to create the same collaborative approach in the form of a virtual learning campus called Squared Online. Other key tasks at Squared Online included a complete re-design of their marketing website, all of their print-based brochures and live class presentations. As well as winning a silver at the e-learning awards, we also won a pitch at Google enabling the business to expand to Asia Pacific and North America due to the success of the new product and business opportunities that it opened up.

Other roles

A blast from the past

Digital Designer - The Body Shop - 2013 / Visiting Tutor - Arts University Bournemouth - 2013 / Digital Design Intern - Interbrand Cologne - 2013 / Design Intern - Interbrand London - 2013 / Freelance Digital Designer - John Lewis - 2013 / Digital Design Intern - LBi - 2012 / Freelance Digital Designer - Zack Media - 2012 / Digital Design Intern - Uber Digital - 2012 / Design Intern - Moving Brands - 2012 / Design Intern - MTV

Stalk me some more: **russhepton.com**

Go with the flow