



**Russell Hepton**  
Preflight physical

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## Profile

With 7 years of freelance industry experience, I've grown to specialise in high quality integrated projects, parachuting in and 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 across Europe, North America and Asia Pacific, as well as delivering award-winning digital products and services.

My recent work spans over a 2-year contract at Dyson, designing multiple websites for The James Dyson Foundation and leading a team of junior designers to deliver a complete overhaul of [dyson.co.uk](http://dyson.co.uk) in Canada and the United States of America. We achieved the fastest rollout of any market in Digital Leap.

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

[youtube.com/c/thetrailhunter](https://youtube.com/c/thetrailhunter)  
[thetrailhunter.com](http://thetrailhunter.com)

## The right stuff

**2012 - BA (Hons) Visual Communication - 1st**  
The Arts University at Bournemouth

**2011 - FDA Visual Communication - 2:1**  
The Arts University at Bournemouth

**2008 - Foundation in Art and Design - Merit**  
The Arts University at Bournemouth

## Skill set

- Responsive web design and build
- UX / UI
- Design for print & publishing
- Creative direction
- Creative training
- Wordpress theme building
- In-tune with the digital landscape
- Able to work confidently with developers
- Able to adapt quickly
- Able to independently construct and communicate solutions

## Web

- HTML
- CSS
- Bootstrap
- Wordpress
- AEM
- SiteFinity
- Moodle
- CQ5
- Scene7
- AEM

## Latest flight

### The James Dyson Foundation

An exciting web design role at one of the world's most innovative technology companies. Last year, Dyson went through their largest digital transformation in over a decade, Digital Leap. My initial role there was to completely redesign two websites for both of Dyson's charitable arms, The [James Dyson Foundation](http://JamesDysonFoundation.org) as well as the [James Dyson Award](http://JamesDysonAward.org).

As the only designer, it was my responsibility to deliver high quality, responsive page designs to tight deadlines, as well as work closely with the developers, producers and content administrators to ensure Dyson's Digital UX and Design Principles were implemented throughout the creative. Both websites also needed to be delivered globally with translations, a tailored UX and specifically curated content for each market end to end.

### Dyson Canada

After redesigning The James Dyson Foundation websites, my contract was extended to lead the design team for market rollout of the new [dysoncanada.ca](http://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.

Working in 2-week sprints, each market would receive a schematic of the current site which the market would request changes on. My team would then redesign those pages and prepare for sign off overseas. The assets were then exported and sent to the build team which we'd then thoroughly check and amend accordingly before publishing to the website. The site was then copied and amended for translation in Canadian French.

We also took what others learned from the GB and US rollout and fixed many issues in the workflow making Dyson Canada the fastest, most successful rollout in terms of design and build.

### Senior Designer - Dyson Ltd

December 2016 - September 2018

### Key achievements

- Fastest delivery of any market rollout
- Higher conversion rates
- Increase in direct sales - North America
- Improved UX for the JDA
- More engineering resources in schools
- Successfully training new creative talent



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## Recent flights

### Senior Designer - Google Squared: September 2014 - June 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 and so Squared Online was born.

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 eLearning awards, we also won a pitch at Google enabling the business to expand across Asia Pacific. Now Squared Online has a home in Singapore, Australia, Canada and the US.

### Tutor at The Arts University at Bournemouth: February 2013 - July 2014

Providing creative direction and mentoring to third and second year students on BA Visual Communication. Focusing on their professional projects for the D&AD student awards, as well as their final major projects, end-of-year exhibition and London showcase.

### Digital Designer at The Body Shop International: July 2013 - February 2014

Co-leading design role in the international digital team at one of the World's most respected cosmetics brands. Designing social media applications, digital media campaigns, and international brand communications.

## Previous flights

### Design and Creative Intern

Interband Cologne - May 2013

### Design and Creative Intern

LBI - September - November 2012

### Design and Creative Intern

Interband London - March 2013

### Graphic Designer and Front-End Developer

Drink Marketing - August 2012

### Brand and Web Designer

Park District Productions Ltd - March 2013

### Design and Creative Intern

Uber Digital - July 2012

### Front-End Web Designer

John Lewis - October 2012 - February 2013

### Graphic Designer

Wildfire Bournemouth - June 2012

## Pre-flight training

### D&AD New Blood Academy: June - July 2012

Based at Google Campus in London, D&AD selected me to be part of a group creative push into the industry out of over 8,500 entries into the D&AD awards in 2012. Taking part in workshops and talks with well-known creative agencies such as Mother, MPC, MTV, Moving Brands and Google Creative Labs.

### Moving Brands: June - July 2012

Working closely with Moving brands on design pitch skills and concept strengths within branding and social media. We worked with their full time creatives on a micro project to rebrand a University.

### MTV: June - July 2012

Working closely with MTV Viacom developing design pitch skills and concept development within telecommunications, technology and advertising.

## Awards and contributions

- Nomination for the digital design category at D&AD 2012
- Student of the year award for BA (Hons) Visual Communication at AUB
- Course representative for Fda and BA (Hons) Visual Communication at AUB
- Head of Art award for Advanced Level Fine Art and Graphic design at QMC



"As a graphic designer Russell's a rare combination of vision and attention to detail – and his output invariably produces the response – "that just works...".

**Mark O'Donohue**  
CEO, AVADO



"Russ is a pleasure to work with – he's hard working, a great communicator, flexible and is always willing to go the extra mile to get a great result."

**Ralph La Fontaine**  
Head of Learning Operations, CIPD



"Russell is such an enthusiastic designer, extremely keen throughout the projects we worked on. I was very impressed with his portfolio work – not to be missed!"

**Juliette Alliban**  
Senior Designer, LBI