



Russell Hepton
Preflight physical

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Updated: 06/05/2020

Profile



youtube.com/c/thetrailhunter
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With over 8 years of freelance industry experience, I've grown to specialise in delivering high-quality digital products and tools, 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 working on award-winning digital product and e-commerce design projects.

My recent work spans over a year at The International Tennis Federation and 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 in Canada and the US.

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.

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

- UX / UI
- Digital product strategy
- Prototyping
- Responsive web design and build
- Design for print & publishing
- Creative direction
- Creative training
- Video editing
- In-tune with the digital landscape
- Able to work confidently with developers
- Able to adapt quickly

Tools

- Sketch App
- InVision
- Photoshop
- Illustrator
- InDesign
- Premier
- After Effects
- Sublime Text
- HTML
- CSS
- Wordpress

Latest flight

Senior UX/UI Designer - ITF Tennis
May 2019 - January 2020

Key achievements

- Increased engagement with mobile users
- Fast delivery of entire site rollout
- Higher engagement with players and fans
- Improved UX
- Inline with ITF brand
- Delivered all creative to developers

The International Tennis Federation

Last year, the ITF went through their biggest digital transformation in over 15 years. The ITF already had a website, but it wasn't accessible on mobile devices, fans and players wanted their tennis everywhere. The brief was to create a complete end-to-end solution which enables fans, players and coaches to enjoy tennis everywhere, as well as to tell the story of the ITF and explain who they are and what they do.

My key tasks were to work closely with key stakeholders in the business to deliver a user experience and UI style guide that would meet the requirements of the ITF 2024 strategy, the ITF brand guidelines 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 concept to build and ensure the built pages met the level of quality and attention to detail required.

Working in 2-week sprints, my duties spanned across the entire workflow of the project. Beginning with meetings with stakeholders of the business to discuss the requirements for each section of the website. I'd then feed back on the requirements based on analytics reports and UX principles in the form of schematics and wireframes, ensuring the proposed layouts and components could be delivered in the time given.

I'd then work with 2 front-end and 2 back-end developers in an agile environment to build my designed pages to tight deadlines by collaborating with them, giving extensive feedback on all components and pages, and signing off the build before sending to the release environments for senior stakeholder review. Between May and December, we successfully delivered the new ITF website you see today.

[View project](#)



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Recent flights

Senior Ui/UX Designer - L'Oréal - 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 of vichy.co.uk. [View project.](#)

Lead UX/UI Designer - The James Dyson Foundation: December 2016 - August 2017

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](#) as well as the [James Dyson Award](#).

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 and across multiple markets.

Senior UX/UI Designer - Dyson Canada: August 2017 - August 2018

After redesigning The James Dyson Foundation websites, my contract was extended to lead the design team for market rollout of the new 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.

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 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 eLearning awards, we also won a pitch at Google enabling the business to expand across Asia Pacific. [View project.](#)

Previous flights

Visiting Tutor

Arts University Bournemouth - May 2013

Graphic Designer and Front-End Developer

Drink Marketing - August 2012

Design and Creative Intern

Interband London and Cologne - March 2013

Design and Creative Intern

Uber Digital - July 2012

Front-End Web Designer

John Lewis - October 2012 - February 2013

Design and Creative Intern

Moving Brands - June 2012

Design and Creative Intern

LBi - September - November 2012

Design and Creative Intern

MTV - May 2012

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