

# Raf Damiaens

LEAD UX DESIGNER / CONSULTANT

E: [rafdamiaens@gmail.com](mailto:rafdamiaens@gmail.com)  
M: +44 7941 429 516

Online portfolio: [www.rafdamiaens.com](http://www.rafdamiaens.com)  
Linkedin: [uk.linkedin.com/in/rafdam/](http://uk.linkedin.com/in/rafdam/)

## PROFILE

I am a creative, client facing Lead UX with great inter-personal skills and a wealth of technical knowledge and expertise. With over 15 years of a combined experience in UX and visual design, I have led teams or worked as part of teams for a large number of clients ranging from global Fintech to e-commerce to smaller startups, taking many concepts through to completion with great success.

## SKILLS

### I specialise in...

Usability  
Information architecture  
Interaction/UI design  
Rapid prototyping/wireframing  
Concepting/pen sketching  
Competitive/heuristic analysis  
User research/interviews  
Personas/user journeys  
Usability testing

### For the following...

Responsive sites  
Native apps  
e-Commerce sites  
Mobile sites  
Advertising campaigns  
Facebook apps

### Using...

Sketch (expert)  
Figma (expert)  
Adobe XD (expert)  
Adobe CS/CC (expert)  
Marvel/Invision (expert)  
Miro (expert)  
Design Systems (expert)  
Axure (expert)  
Omnigraffle (expert)  
Apple Keynote (expert)  
Microsoft Office (good)  
HTML/CSS (basic)  
Pencil & paper! (expert)

## OTHER SKILLS

Custom music and sound for artists, video games, film and online media. I worked in both analogue and digital mixing/mastering environments. More info: [www.6ftshortymusic.com](http://www.6ftshortymusic.com)

## LANGUAGES

English (*fluent*), Dutch (*mother tongue*), Italian (*good*), French (*basic*)

## WORK PROFILE (Online portfolio: [rafdesign.carbonmade.com](http://rafdesign.carbonmade.com))

Dec 19 – present

### **Cheil/Samsung, London**

**[LEAD UX DESIGNER]** Contract role

Samsung UK:

Reviewing and implementing UX improvements across

- Samsung's top performing retail sections, including TV, mobile phones, tablets and accessories
- Samsung KX (King's cross project)
- Samsung business section

UX deliverables include site maps, customer journeys, marketing placements and campaigns/CRM tie-ins. Tools being used are mainly Adobe XD and Miro.

Key aspects being looked at are customer considerations/interviews, analytics/metrics, checkout funnels, comparison tools, help-to-buy wizards, browsing/filtering tools, and much more

Sep 18 – Dec 19

### **Brilliant Basics/Infosys, London**

**[LEAD UX DESIGNER]** Contract role

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- 1) Sainsburys Pollen – Build a Consumer Insight Tool using many different types of complex data visualisations to gain detailed insight on consumer buying habits across all of Sainsbury's stores. Concepts and designs include a fully customisable dashboard with most important at-a-glance metrics, data charts, side-by-side views, manipulation of graphs, key notifications, a natural language data search engine and a visual graph annotation tools that allows staff and admins to share thoughts and feedback amongst each other.
- 2) Telenet (Belgian telecom) – Build a brand new native app where users can visualise and manage their products, see their data usage in a variety of ways and much more. Development is carried out by a successfully run scrum team where I worked alongside on-site developers, designers, BA's, a scrum master and the client, who are based abroad with monthly travel either side. Releases to the app stores are every sprint (2 weeks).
- 3) LKQ (Dutch automotive firm) – Build a brand new web-based portal which brings car owners and garage owners together in one seamless experience
- 4) CMACGM (French freighting firm) – Update existing complex booking system with a brand new user interface featuring futuristic online dashboard. Website + native app.

Jul 18 – Sep 18

## **KPMG, London**

**[LEAD UX DESIGNER]** Contract role

As part of the core design team, we covered design projects for both KPMG as well as for external clients from a wide variety of industries.

Mar 18 – Jul 18

## **Th\_nk agency, London**

**[LEAD UX DESIGNER]** Contract role

- 1) LV (Liverpool Victoria insurance firm) – Create a next generation online chat-based client portal where users can self-serve most of their insurance needs.
- 2) Adecco (jobs portal) – Create an online candidate portal allowing candidates to apply for new jobs, view their application status and much more.

Mar 17 – Feb 18

## **Draw agency, London**

**[LEAD UX DESIGNER]** Contract role

- 1) Virgin Money – Building one of the next generation banking apps that fit seamlessly into the every day lives of users. Areas include core banking, money management, coaching and multi channel comms.
- 2) Pinsent Masons (law firm) – Redesign of their corporate website

Jan 17 – Mar 17

## **UBS Investment Banking, London**

**[LEAD UX DESIGNER]** Contract role

Worked on their brand new online investment platform 'UBS SmartWealth', making online investing accessible to people with at least 15K to spend. This is currently under limited release (UBS employees only), but will go out to the public in the next few weeks.

Jul 16 – Dec 16

## **Sapient, London**

**[LEAD UX DESIGNER]** Contract role

BT – Worked on the logged-in customer area for British Telecom, with a particular focus on billing and usage.

Jun 16 – Jul 16

## **Brilliant Basics, London**

**[LEAD UX DESIGNER]** Contract role

HSBC

- A future vision piece of the future of retail banking (including the impact and opportunities of AR, voice, bots, and more)

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- A Value Added Messaging platform. A new approach to how HSBC deals with user messaging across their platforms

Apr 16 – May 16

## Rockar, London

[LEAD UX DESIGNER] Contract role

Re-designed Rockar's existing UI for their in-store kiosks, desktop and mobile site, making it more suited to their upcoming Jaguar/Landrover customer base. Rockar has re-invented how people buy new cars with their innovative shopping centre-based retail stores, currently catering for Hyundai only.

Oct 15 – Apr 16

## Possible, London

[LEAD UX DESIGNER] Contract role

- 1) Adecco – Full global site redesign for 49 countries (scrum planning, IA, user journeys, wireframing, QA of visual designs)
- 2) Sensodyne – Integration of the Pronamel site into the dot com site (IA + wireframing)
- 3) HSBC customer banking iOS app – pitch for full redesign (IA, wireframing)
- 4) HSBC business banking iOS + Android app – partial redesign (UX recommendations, wireframing, QA of visual designs)
- 5) Specsavers – pitch for full website redesign and native app (IA, user journeys, user testing, wireframing, QA of visual designs)

May 14 – Oct 15

## DigitasLBI, London

[LEAD UX DESIGNER/DIRECTOR] Contract role

### Mobile apps

- 1) My4Weeks (AstraZeneca/DIG) – new smartphone/tablet app. A 4-week support programme promoting life style changes to post-heart attack patients
- 2) Interactive Investor – new iPhone/Android app allowing customers to manage their portfolios and trade stocks whilst on the move.
- 3) Sky – new iPad app allowing sales people to create TV/Broadband/Tel bundles for walk-in customers in an engaging and interactive manner (pitch).
- 4) Hammerson (shopping centres) – UX consultancy on new app build

### Websites

- 1) AstraZeneca.com – new global redesign of their corporate site (responsive)
- 2) Rexel electronic supplies – redesign of checkout/product pages across 5 countries.
- 3) Hammerson (shopping centres) – partial redesign of their current site (desktop + mobile site)
- 4) Nissan Aftersales – complete redesign of the aftersales microsite which serves Nissan car owners with servicing, insurance, warranties, etc
- 5) Nissan Navara – Create campaign user flows and landing pages for Nissan's new Navara in preparation for media launch

Mar 14 – Apr 14

## Sapient, London

[LEAD UX/IA] Contract role

Worked on checkout and Paypal flows for luxury brand Moet Hennessy. I was also part of a small pitch team for Swedish household name, Husqvarna. The latter included concepting, sketching of key web pages, kiosk screens and providing key UX best practices.

Dec 13 – Mar 14

## intu Digital, London

[LEAD UX/IA] Contract role

intu Digital are part of the intu group, which own 13 shopping centres across the UK, including Lakeside and Trafford Centre. It was my role to lead the UX on developing a responsive site which strikes the right balance between online shopping and driving footfall to the centres, whilst exposing the theatrical nature for each centre. Activities included: requirements gathering, hold user journey

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workshop with key stakeholders, help define business strategies, objectives, KPIs, personas, extract and write up all user stories for agile project methodology, define the MVP, help in sprint planning, define overall IA, create interactive prototype (axure), work closely with front end developer/designer and rest of the team.

Nov 13 – Dec 13

**AKQA agency, London**  
[LEAD UX/IA] Contract role

Produced pen concepts, user journeys and experience map for two mobile TUI travel related apps:

- 1) TUI Crystal ski app – how to build the perfect ski companion app before, during and post holiday.
- 2) TUI Education app – how to enhance group school visits and make learning fun by utilising mobile technology.

Oct 13 – Nov 13

**Possible agency, London**  
[LEAD UX/IA] Contract role

Create international web sites for UK beauty brand Liz Earle, adapting their current Italian site for the German/Finnish market. Tasks included gathering business objectives through client workshops, assessing user needs by creating international personas, streamlining existing sitemap/site content, clickable HTML prototype.

Sep 13 – Oct 13

**Cheil Worldwide agency, London**  
[LEAD UX/IA] Contract role

Worked on the IA and UI of a 'Dragons Den-esque' online Facebook campaign for Samsung which aired on Channel 4 in spring 2014. Deliverables included: sketching/concepting, illustrate how the site map and content of the app vary throughout the various phases of the campaign, create a fully clickable HTML prototype for both the desktop and mobile version of the app.

Feb 13 – Sep 13

**Razorfish agency, London**  
[LEAD UX/IA] Contract role

Built a responsive mobile-first e-commerce website for a promising new web startup, which will operate in the hotel & leisure space.  
Responsibilities: Project scoping, Co-defining the MVP (Minimal Viable Product) and USP (Unique Selling Point), Project phasing, Gathering business requirements, Forming user requirements through user journeys/scenarios, Mind mapping, Sketching/templating, Building a clickable prototype (Axure), Outputting a functional spec, Reviewing designs and tech build.  
Other smaller projects included: Building a clickable prototype for Unilever's Heart Age Calculator and providing advice on navigation for Blackberry's mobile sites.

Jul 00 – Jan 13

**Previous roles across both agencies and client side**  
[UX/VISUAL DESIGN]

**Shell, HSBC, Tag Heuer, Microsoft/Currys Digital, Speedyhire, Glass's (car valuation), Dresdner Kleinwort, Deutsche Bank, Morgan Stanley, KPMG, WNA, OMD, M2M, KPMG, Morgan Stanley, Amnesty International, Concise, Roll 7**

## EDUCATION

**Human Computer Interface (Hci) development courses, Holland**

Degree in interface design & effective design principles based on human-computer interaction.

**S.A.E. School of Audio Engineering, London**

Degree in audio engineering, music production and broadcasting.

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## **St. Jozef Institute (high school), Belgium**

A levels in English, Science, Geography and IT.

## HOBBIES & INTERESTS

I write, record and produce music from my home-based project studio. Sports wise, I am into team sports, rollerblading, swimming and snowboarding.

*References available on request*