



# Jonathan Robinson

## UX/UI DESIGNER

A talented and experienced creative designer with a flare for user experience and comprehensive front end web mark-up skills, combined with a thorough grasp of design for print and video.

### SUMMARY

**20+ years** of graphic design across a wide variety of media.

**15 years** of experience designing for the IPTV industry using front end web development skills.

**5 years** of customer account management.

**3 years** experience of creating video content.

**A love** of team work.

**An excellent** understanding of deadlines that comes from owning my own company.

### SKILLS

- » Sketch
- » Invision
- » Photoshop
- » Illustrator
- » InDesign
- » Dreamweaver
- » After Effects
- » Balsamiq

#### Coding skills:

- » Hand-coded HTML
- » Hand-coded CSS

#### Other:

- » WordPress
- » Creating eBooks

### PORTFOLIO

[www.noodleboot.com](http://www.noodleboot.com)

### EXPERIENCE:

#### ● TrakCel

**05/2019 - Present**

##### ● Design Systems:

##### ● Clients:

##### ● Responsibilities:

#### Lead UI/UX, Cardiff

Used by cell and gene therapy providers, TrakCel's platform integrates every aspect of their therapy, with comprehensive chain of custody, chain of identity, traceability throughout sample collection, logistics, manufacturing and final treatment.

##### Material and Salesforce.

Atara Biotherapeutics Inc.

- Working with Product Managers, I define the application user flow and create wireframes in **Balsamiq** for assessment.
- I conduct user trials with wireframes to test and improve usability.
- Upon sign-off, I create high fidelity designs with **Sketch**, being careful to align to the chosen design language system.
- All designs are handed over to development teams in **Zeplin**.
- I attend refinement sessions both to answer questions and understand gaps in the design.
- After development, I QA the application and raise any changes necessary with developers to ensure the product is consistent with the design.

#### ● Talent Ticker

**02/2018 - 05/2019**

##### ● Design Systems:

##### ● Responsibilities:

#### Lead UI/UX, Cardiff

Talent Ticker is a SaaS platform that provides market intelligence to recruitment consultants for the financial sector. AI-driven searches provide subscribers information about vacancies and personnel ahead of their competition.

##### Material

- After receiving a brief from the product department, I generated wireframe prototypes in **Balsamiq**.
- Upon sign-off, I created high fidelity designs with **Sketch** and assorted **Adobe** products.
- When change requests were completed, I handed over the designs to front-end developers in **Zeplin**.
- I inspected the application and raised tasks as necessary in **JIRA**.
- Using feedback from products such as **Hotjar** we reviewed the on-going UX and co-ordinated with stake-holders to refine the product's design, strategy and performance.
- I created informational and promotional media to support corporate marketing, typically with **Adobe** Creative Cloud.
- I created the company website with **WordPress** and customised **HTML** and **CSS**.
- I created the company logo and brand identity.



## PUBLICATIONS

- » Seed
- » Fruit
- » Daylight Robbery

## QUALIFICATIONS

### University of Wales, Newport

B.A.(Hons), Graphic Design  
1990-1993

### Cardiff Institute of Higher Education

Diploma, Foundation Studies of Art & Design  
1989-1990

### Bishop of Llandaff High School

3 A-Levels, Art, Physics, Maths  
1982-1989

## PORTFOLIO

www.noodleboot.com

## CONTINUED:

### ● XUMO

11/2010 - 02/2018

- **Clients:**
- **Responsibilities:**

### Lead UI Designer, Irvine, California

The Xumo smart TV application brings the best video content from live events, breaking news and viral videos into your living room. I created and supported many UIs for smart TV applications and helped to define their desktop and mobile offerings. I also undertook corporate and marketing design.

LG, Vizio, Hisense, Panasonic

- Gathering requirements from the Product team, I created wireframes to explain how users would interact with the proposed service (on TV, PC, tablet and smart phone) using keyboard, mouse, touch-screen or remote control.
- I used the **Adobe Creative Suite** to create the user interfaces, specifying the layout, look & feel and branding elements.
- Designs were animated with **After Effects** to create a demo of the UI in action. The videos were available to developers and testers to help clarify expectations.
- I created **HTML & CSS** for the pages to hand over to front-end developers.
- I used **JIRA** to raise and track issues.
- Once live, I created new assets, along with creation guidelines for third parties (partners or consultants).
- I attended daily sessions to review and analyse statistics to assess the performance of the product, with regard to daily active users and generated revenue.
- Alongside this, as their in-house designer, I created the XUMO corporate identity, corporate website, marketing and exhibition media and ferried as many **Jaffa Cakes** into the Irvine office as survived the transatlantic journey.

### ● Move Networks

11/2006 - 11/2010

- **Responsibilities:**

### Lead UI Designer, Abercynon

Move Networks streamed television online using rate adaptive, high-fidelity video with no buffering to give viewers the highest quality viewing experience over the web.

See [LinkedIn profile](#) for more detail.

### ● Rubberband Design Director, Cardiff

10/2001 - 11/2006

- **Clients:**
- **Responsibilities:**

Rubberband Design was a multi-disciplinary design agency, that latterly specialised in branding and web design. As the owner and sole employee, I had full responsibility for managing all customer accounts.

**Oliver Goldsmith Sunglasses, Mossbourne Community Academy, Warner Brothers, Staedtler**

See [LinkedIn profile](#) for more detail.

### ● Yes Television

01/1999 - 10/2001

**Responsibilities:**

### Lead Graphic & UI Designer, Cardiff

Yes Television was a pioneering IPTV company using multicast to deliver a video-on-demand service to customer set top boxes.

See [LinkedIn profile](#) for more detail.