

Design, Higher Education & Leadership

Based in the UK / Work Globally

brucefulmar@gmail.com

+44 7496 288375

Key Expertise

- Conversion-Oriented Digital User Experiences
- Branding & Large Design Systems
- User Research & Testing
- Building Higher Education Design Curricula
- Instructing UX/UI Design Courses
- Creating & Delivering Instructor Training

Primary Tools

Figma, Sketch, Adobe CC, InVision, Principle, Zeplin, Webflow, Miro, Notion, Slack.

Summary

I'm currently investing my energy in four ways:

Designing, UX/UI, graphic and product design.

Sharing my experience as an instructor, curriculum and learning designer.

Advising early stage startups on their growth and development.

Building, working with friends on startup side projects.

User Interface (UI) Design

Design Thinking, Material Design, Design Systems, Mobile/Web, Native and Custom Apps, Collaborative Design, Version Control, Prototyping, Apple HIG, WCAG 2.0.

User Experience (UX) Design

User Research, Customer Journey Mapping, UX Strategy, Data Analysis, Information Architecture, Wireframing, User Testing, Problem Solving, Usability Testing, CRO, Success Tracking.

Curriculum / Learning Design

Learning Journeys, Module Structure, Learning Outcomes, Lesson Toolkits, LMS Implementation, Hiring, Building Effective Delivery Teams, ISW, Commercial Training, Instructor Support.

Design Instruction

Higher Education Design Instruction, UX & UI Design, Mentoring, Employment Focused Training, Experiential Learning, Mentorship, Conflict Resolution, Public Workshops.

Product Management

Leadership, Lean Process, User and Competitive Research, Roadmap, Marketing, Strategy, Hiring, Building Effective Team. Building Scalable Design Teams & Collaborative Processes.

Graphic Design

Brand Identity Design, Website Design, Packaging, Pre-Investment Packages, Brand Consultant, Idea Generation, Strategy, Account Management, Project Management.

Selected Work History

Global Design Curriculum Director

RED Academy, Global / Jun 19 - Present

Responsible for all design curricula for schools in London, Toronto, Vancouver and partner universities. Lead academic change within RED. Redefined learning approach, principles and methodology focused on flexible, experiential and reflective learning. Enabled remote blended learning delivery. Integrated design, engineering and marketing curricula to facilitate collaborative learning.

Designed and successfully trialled new curriculum and education model, reducing delivery costs by more than 50%. Hired and assembled delivery teams. Designed and led remote training courses for University of Alberta instructional team, and for global sales and marketing teams. Coached and supported programme managers and instructional staff across organisation, facilitating group workshops.

Academic Product Manager

RED Academy, EMEA / Jun 19 - Present

Split academic and commercial role working on university partnerships in EMEA. Obtaining academic value propositions from potential partner universities and providing academic insight during negotiations. Developing longterm UX vision and strategy. Bridging the gap between internal teams, establishing clear channels of communication, developing the partnership sales cycle and operational implementation.

Lead UI & Communication Instructor

RED Academy, London / Dec 18 - Jun 19

Leading the UI & Communication program, delivering an exceptional student learning experience through mentoring and active learning. Teaching an extensive knowledge of theoretical design and UI design. Facilitating and coaching the students, providing external workshops using my network in the industry. Interviewing prospective students. Supporting commercial teams and running public sampler events and workshops. Achieved an NPS score of 100 leading to fast progression within the business.

Founder & Creative Lead

Fulmar Studio, London / May 17 - Present

Founding an independent creative firm offering a range of bespoke design services. Established as a move for further responsibility, creativity and to build long lasting client relationships, delivering exceptional pieces, innovative ideas and outstanding service. Managing a sales cycle, client accounts, project management, acting as creative lead and managing a remote team. Undertaking UX/UI projects, creating engaging websites app designs. Constantly improving UX, lead generation and conversion.

Graphic / UI Designer

Freelance / Jun 15 - May 17

Designer and brand consultant. Primarily working on brand identity design, website design, heritage rebranding and pre-investment packages for startups and early stage companies. Developing client base, project managing, contracting for creative studios. Consulting on brand, marketing strategy and process.

Education

Graphic Design BA Hons

Advanced formal training in fundamental, theoretical and human centric design.

University of Kent
2012 - 2015

Courses

Digital Skills: User Experience
The Science of Learning - National STEM
Learning Centre
Web Analytics

More Information

<https://brucewilson.studio>

