

# William Rowsell

## Senior UX / UI Designer

Address: Brook House  
Salters lane  
Ludgershall, Bucks  
HP18 9NY

Date of Birth: 05/04/1966  
Marital status: Married  
Nationality: British  
Telephone: 07775 565777  
Email: [rowsellwilliam@gmail.com](mailto:rowsellwilliam@gmail.com)

Web: <https://www.rowsell.co.uk/ux-design/ux-design-cv>  
Portfolio examples: <https://www.rowsell.co.uk/ux-design/ux-portfolio>  
LinkedIn: <http://www.linkedin.com/in/wrowsell>

## SUMMARY

Over 35 years' experience designing customer experience & service solutions for Transport, Internet of Things, Education, HR, Health & Leisure, Financial Services and Print-Reproduction. Extensive UX experience in startups & corporate projects delivering products & cloud services used by millions of users in consumer and business channels. Has delivered products full design lifecycle from concept to go live. Due to my experience, I can self-manage or join at any phase of a project. Experienced in stakeholder liaison balancing end user and business needs. I am highly creative and thrive on ambiguity solving customer and business problems. Follows current UX methodology that underpins empathy with end users including accessibility needs. Experience maintaining UX & UI standards, component libraries. Has fulfilled all levels of design roles across the UX spectrum in user research, conceptualization, prototyping, user testing and hi fidelity UI library design and build. Experience as a Graphic Designer for print & electronic media, Front End UI Designer, eLearning Designer & Commercial Illustrator.

## WORK EXPERIENCE

[See more on my site here](#)

### **Finastra** – Lead UX Architect / Designer - 09/2024 – 02/2025

Upgrade the user experience and user interface design of three portals for Service Now (internal support) and Salesforce Hub used by customers for training and knowledge on Finastra's products (built on Salesforce experience cloud).

### **Finastra** – Lead UX Architect / Designer - 09/2023 – 12/2023

Spearheaded the design of a full Ecommerce sales experience of Finastra's product range (Salesforce experience cloud).

### **Santander Bank (Europe)** – Senior UX Designer - 08/2018 – 07/2023

Designed UX and UI for Internal & customer facing services that included, Mortgage Broker app, Manage my Mortgage app, Mortgage Home Portal, Mortgage Redemptions, Mortgage Retentions, Mortgage Offer Acceptance, Flexible Mortgages and Online Banking app.

### **Barclaycard (Europe)** – Senior UX Designer - 01/2017 – 06/2018

Member of Customer Experience team leading the UX design of Merchant Service Portal, eCommerce gateway, ePOSNow integration.

### **Interdigital (Europe)** – UX / UI Designer - 09/2016 – 01/2017

Delivered a phase one design of a transport data marketplace for OneTransport.

### **Zurich UK Life** – Senior UX designer - 08/2015 – 09/2016

Responsible for design standards and UX of features and journeys within FutureYou (interfacing with Deloitte and Salesforce).

### **Racketware Ltd** – UX / UI / Graphic Designer - 11/2014 – 08/2015

Designed the first squash training app using motion sensor data.

### **Creative Edge Software** – UI / Learning Content Designer - 10/2014 – 11/2014

Designed a custom UI to integrate with Adobe Creative Suite and created tutorials collateral.

**Spiral.ac** - UX/UI Designer - 05/2014 – 08/2014

Delivered new features for whole class teaching apps.

**Gladstone MRM Ltd (Jonas Software)** - UX / UI / Graphic Designer - 10/2008 – 05/2014

Spearheaded design of all marketing and UX/UI within the product suite of Gladstones Health and Wellness software services.

**Ceridian** - UX Designer - 01/2007– 09/2008

Lead the design of UX/UI of the HR software services.

**Fujifilm Electronic Imaging (FEI)** - UX / UI Designer - 07/2005– 01/2007

Designed the UX and UI of printing software to support a new Job Description Format (file format), including the help, marketing collateral and packaging.

**Paneris** - UI Designer - 10/2003– 07/2005

Freelance projects.

**Cranfield University** - Learning materials designer - 12/2002– 10/2003

MK1 and MK2 training manuals for officers at Royal Military College Sandhurst.

**Research Machines PLC / RM learning Division** - Art Director - 09/1999– 07/2002

Service Design and Development (WindowBox, Living Library, RMMaths, EasyMail etc)

**Harmonics Communications** - Designer - 01/1999– 09/1999

Web and traditional marketing e.g. Wildfowl and Wetland Trust website.

**Xstream media** – Designer - 08/1998– 01/1999

Freelance projects across web and print.

**Visua Communications** – Teaching and Learning Designer - 08/1996– 08/1998

Army training programme and SSVC projects.

**Intercom technologies (Division of Communique)** – Multimedia Designer - 08/1996– 08/1996

Multimedia content and programme design.

**The Artery** – Visualisation artist / Illustrator - 08/1993– 08/1996

Marketing and packaging projects.

**Freelance Illustrator** - 06/1988– 08/1993

## Technical Summary

Figma, Adobe Creative Cloud, Sketch, XD CC, Jira, Confluence, RealtimeBoard, Craft.io, UXPin, Axure RP, Balsamiq, Protovie, Principle, UserZoom, Webflow, Corel painter, Webstorm, HTML 5, CSS3, CSS Frameworks (Bootstrap, Kube, Yaml, Foundation, etc), SAAS, Less, winless, Git, SourceTree, Nuget, crunch, Adobe captivate, Madcap Flare, Tortoise CVS, TFS, Visual Studio 12-13 (plugins-Nuget etc), SQL, .Net, Patternry, Frontify, Treejack, Pencil Project, iPhone mockup, Microsoft Word, Excel, Powerpoint, MS Project, Putty, PHP Designer, CMS (Wordpress, DNN, Salesforce, Marketing cloud), IC3D Suite, ZBrush, Maya, After Effects, SQL, Git, Blender

## EDUCATION / TRAINING

Sept 2004 - **Escape Studios** - Maya Comprehensive

July 2000 - **Human Qualities** - Management Training

Nov 1999 - **Technical Project Management** - RM

1985 - 1988 - **Manchester Polytechnic** - Communication Arts - BHons 2:1

1994 – 1996 - **Central St Martin's (London Institute)** - Multimedia Studies – Pg Dip

## PERSONAL

- Professional illustrator
- Fine Art Printmaker – Member of Oxford Printmakers Cooperative

- Fine artist - Plein Air Painter
- Sports: Real Tennis