Jonathan Lines

UI-Focused Product Designer & Engineer

Crafting polished, accessible, and intuitive digital experiences

Norwich, UK │ linkedin.com/in/jonathanlines

Professional Summary

UX/UI designer with 20+ years' experience across web, mobile, TV, and touch interfaces. Skilled in interaction design, design systems, usability, and accessibility. Experience in video, animation, and photography enhances motion design and storytelling.

Skills

- **UX/UI & Interaction Design:** Web, app, product design, usability, accessibility
- **Design Systems & Branding:** Scalable, consistent frameworks
- **Front-End Development:** HTML, CSS, Markdown; developer collaboration
- **Tools:** Figma, Sketch, Adobe CC, Webflow, Visual Studio Code, Claude AI

Experience

Bros&Co – Multiple Contracts │ Global Energy Sector

1. **Product Design Lead** *(Jul 2023 – Sep 2024)*
   Led improvements to risk management systems, increasing efficiency and compliance while addressing operational and regulatory challenges.

2. **Senior Digital Design Engineer** *(Jan 2023 – Jun 2023)*
   Designed and documented pagination, charts, and carousel components for a new sustainable design system to enhance digital operations.

3. **Senior UX/UI Designer** *(Oct 2021 – Dec 2022)*
   Redesigned fleet sector software and developed an interim Sketch design system to modernize legacy applications.

Naked Wines – Senior Visual Design Lead *(Sep 2020 – Apr 2021)*

- Led brand refresh, designing web concepts and creating a Sketch-based design system.

Aviva – Senior Interaction Designer *(Oct 2017 – Jun 2018)*

- Designed website solutions across multiple markets.
- Led a visionary personal wealth concept for a native financial app on iOS and Android.

Applied Satellite Technology – Senior Interaction Design Lead *(Aug 2016 – Mar 2017)*

- Designed a web app and dashboard from the ground up for a global shipping product.

Brilliant Basics (bb Norwich Lead) – Senior Visual Designer *(May 2014 – Jul 2016)*

- Delivered designs for HSBC and other clients, ensuring brand consistency across web and mobile.
- Led a team to refine and modernize the banking experience.

BGO Entertainment – Senior Interaction Design Lead *(Oct 2013 – May 2014)*

- Redesigned an online casino website and mobile app to be more intuitive and user-friendly.

W12 Studios – Senior Interaction Designer *(Jul 2013 – Oct 2013)*

- Designed the Shazam iOS app in partnership with Apple for the iOS 7 launch, including Android and web apps.

Previous Roles Include:

- **LuxDeco – Senior Interaction Designer** │ Luxury E-commerce UI
- **W12 Studios – Senior Interaction Designer** │ Intel TV product, Skype portal
- **How Splendid – Senior Interaction Designer** │ Tesco Mobile, Audi, National Express
- **Detica – Junior Interaction Designer** │ Web & Flash content for Three, Orange, Vodafone

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Education

- **University for the Creative Arts** *(2001 – 2004)* – BA Honors (2.1), Graphic Design New Media
- **Thurrock College** *(1999 – 2001)* – BTEC National Diploma, Electronic Media & Photography