

# RAYHOLMES



*portfolio* rayholmesdesign.co.uk  
*email* hi@rayholmesdesign.co.uk  
*phone* 07789 377320

## Experience

2017-19

### Visual Designer Aviva

**AvivaPlus:** CSAT (Customer Satisfaction) increase from 47.6% to 66.7% for January UI improvements.

**A3S:** Web, App & print design & development delivered on-time and above-standard (OKR scores of 0.7 & 0.8). Exceeded stakeholder expectations. Proved benefits of co-location. Presentation on Ways of Working.

**Framework:** Responsible for the systematic improvements to the design master file for the v3.2/3/4 releases. Identified & initiated improvements to layer taxonomy, artboards, symbols & pinning to ensure successful future releases via DSM. Worked with InVision to improve DSM. Facilitated & guided the UX research team in their DDH review. Presented to the design team.

**MyAviva:** Worked with the SME team to implement the first stable release of the Framework and bed-in our new departmental workflow incorporating InVision.

**Departmental Server:** Root-and-branch reorganisation of the departmental server two years hence: in place and performing.

2014-17

### Digital Designer Aviva & Ray Holmes Design Ltd

**Claims:** Championed a design solution (car damage picker) that was consistently met with sustained resistance. Persuaded UX researchers to test this option alongside the chosen solution, which it outperformed, and was subsequently built.

**Shape My Future:** Significantly improved journey drop-off to ensure the agency solution performed in time for the nationwide advertising campaign.

**Platform:** .co.uk, .com & Broker CX teams acting as a bridge between design & development departments, including code assistance.

**Aviva Digital Estate Mapping:** Hyperlinked document mapping the full breadth of the Aviva digital estate to give new and existing designers an overview of our digital presence, and to help track and subsequently unify global branding.

## Skills

### Design

- Digital & Print
- Web (responsive, JS & non-JS)
- App (IOS, Android, non/native)
- Atomic systems at scale
- Branding & logos
- Icons, infographics & illustration
- Motion
- DSLR photography
- UX
- Print pre-flighting
- Copywriting

### Software

- Sketch : Craft : InVision : DSM
- Adobe Creative Suite
- Sublime Text
- Chrome Developer Tools
- Microsoft Visual Studio

### Technology

- Web Standards Compliant code (HTML5, CSS3)
- Cross platform, browser, device and backwards compatibility
- Responsive and adaptive builds
- Search Engine Optimisation
- Motion (CSS, SVG, SMIL, Javascript)
- Javascript, jQuery, AJAX, OOP
- Working knowledge .Net Frameworks

## Experience cont.

2011-14

### Web Designer & FE Developer Hoseasons

In-house Web Designer responsible for branding, web and e-shot promotions, web design, e-commerce site maintenance and design. Working in large project teams alongside developers and designers to deliver on a range of projects: from brochure sites (blakes.co.uk) to database-driven ecommerce sites (hoseasons.co.uk). Agile methodologies, working in scrum teams by sprint-cycles. Fulfilling tight and loose briefs to consistently deliver first-rate results on-time and on-budget. Sound commercial awareness.

### Subscriptions

Smashing Magazine, DesignBetterCo & InVision.

### Insuretech

Customer Centric Architecture, Microservices, Telematics, IOT, AI, Quantum

### Development

Learning SCSS through building my partner's website.

## Skills cont.

### Professional Practice

- Ideation & conceptualisation
- Design sprints
- Mood boards
- Sketchnoting
- Workshopping
- Competitor benchmarking
- Website analytics
- Agile methodologies

### Soft Skills

- Presentations
- Inductions & mentoring
- Communication & influencing
- Team leading & team working
- Project management

## Professional Development

## Education

### Degree University of Sussex

BA Honours Politics 2:1

## Downtime

- House renovations
- Furniture restoration
- Interior design
- Photography
- Illustration
- Kayaking
- Cycling
- Football
- Hen herding

## References

Available on request

