ROWAN ATTENBOROUGH

Interface Design and User Experience

CONTACT

M: 0415224881
E: rowanattenborough@gmail.com
W: rowanattenborough.com

SUMMARY

I'm a passionate interface and user experience designer with over 13 years of industry experience, working for award winning agencies, in-house teams, and building my own freelance design business. I have strong conceptual skills and an ability to rationalise and communicate design thinking to clients. I love solving design problems with a practical and user focused outcome. I have led design and development teams to deliver large scale digital transformation projects working across digital touch-points such as websites, membership systems, e-commerce stores, apps, along with producing marketing collateral for advertising campaigns.

I have worked with a broad range of multinational companies, not-for-profit organisations, government agencies and small to medium business spanning industries such as; superannuation and financial services, travel and tourism, pharmaceutical, sport and recreation, IT services, recruitment and HR, coaching and personal development and marketing services.

I also know my way around code, having built and customised multiple websites on various CMS platforms (WordPress, Sitefinity). CSS, LESS and HTML5 are my strong suits.

In late 2018 I decided to expand and refine my skills in User Experience Design and undertook the program at General Assembly Melbourne. I gained a great deal from the course and the tools and methodologies learnt have given me a fresh approach to how I design. Since then I have held a UX designer position at World Vision Australia, putting these skills to use to expand my design expertise.

In my next role I aim to build on my knowledge, experience and broad range of skills and bring them to a cross functional team and further develop my user experience process to create products and services that are engaging, easy to use and exceed user expectations.

EXPERIENCE

Senior Digital Designer/User Experience Designer
World Vision Australia - Melbourne, Australia   Mar 2019 - Present - *Contract*

World Vision is an Australian charity organisation dedicated to working with children, families and communities to overcome poverty and injustice. I have been working across the marketing and digital departments in separate assignments, as a senior digital designer/front-end developer and as a lead UX designer.

Responsibilities:

- UX design lead for supporter portal projects, encompassing a key piece of work around the engagement of supporters who have missed donations and developing a pathway to make catch-up payments.
- Design and roll-out of digital campaign assets including landing pages, animated banners and Out of Home display.
- Working within a cross-functional, Agile squad to deliver programs of work.

Achievements:

- Championing new ideas - Identifying new communication strategies and how they translate to a digital format. This centered around an idea for a new vulnerability map that showcases where World Vision works and how it makes an impact.
- Gaining support within the organisation to commission a new interactive vulnerability/impact map for the website. Through a series of user tests, the concept was validated and then presented to the Marketing Product Committee who endorsed it for development.
- Seeing a material increase in the number of catch up payments through the new 'Arrears' interface I designed within the supporter portal.

EXPERIENCE

Principal and Lead UI/UX Designer, Front-end developer and Graphic Designer
Rowan Attenborough Freelance Design - Australia wide   Mar 2018 - Present (started business in 2006) - *Freelance*

I have owned and operated my own freelance design practice for over 13 years. In that time I have worked on a variety of projects with large organisations, small to medium business and individuals, offering a range of services from identity design to UI and digital design and front-end development.

Along with the design and development services offered, running my own freelance business has taught me a great deal about business development, good project management practices and how to maximise relationships with clients and individuals. This has lead to some long lasting partnerships and a strong referral network.

Responsibilities:

- End to end delivery of digital projects, from planning, research and design through to front-end development.
- Responsible for the output of all design work including UI/digital design, user experience design, brand identity development, marketing assets (such as email templates and animated banners) and stationary design.
- New business development including building network partnerships and collaborative working relationships.

Achievements:

- Designed, developed and delivered over 50 websites.
- Built and nurtured long lasting working relationships with clients, some of which I have worked with for over 8 years.
- High level of client referrals.
- Expanded services beyond Melbourne working with clients both interstate and internationally.
- Selected to write for an international website with a focus on design commentary. This included a fortnightly blog publication that I contributed to discussing industry trends and designs impact on the wider business community.

Recent achievements:

- Building and launching a new translated website for a multinational investment fund in Korea.
- Delivering a new thought leadership platform for a global website that showcases their work and positions the client as leaders within their sector.
- Expanding freelance services to include user experience design, strategy and research.

To compliment this freelance work I held contract positions at HBT Agency and TRACK/DDB Australia.

Lead Digital Designer & Front-end developer
HARDWIRE Agency - Melbourne, Australia (formally The DM Group/clickDM*)   Oct 2015 – Mar 2018 - *Full time*

HARDWIRE is an independent, fully integrated communications agency, based in Melbourne. Clients include (and accounts I was design lead on) Industry Super Funds Australia, HESTA, GlaxoSmithKline, IFM Investors, Australian Scholarships Group, NSW Government and the Australian Government Department of Health and Ageing, Hostplus and Golf Australia.

Responsibilities:

- Design lead on all major digital transformation projects, websites and digital assets.
- Working closely with creative department to translate campaign ideas into the digital space.
- Integrate emerging digital technologies and identify and communicate their benefit to our clients.
- Management of external resources, freelancer designers and developers.
- Front-end development for all major digital projects (websites, banner ads, app development).
- Running and facilitating design presentations, workshops and user research sessions.

Achievements:

- Identified, implemented and managed quality control processes for internal staff and freelance resources.
- Championed and developed a test and learn methodology which was successfully applied to our campaign work and broader digital development.
- Delivery of two large digital transformation projects for multinational organisations as lead designer.

EXPERIENCE

Senior Digital Designer
HARDWIRE Agency - Melbourne, Australia (formally The DM Group/clickDM*)   Mar 2013 – Oct 2015 - *Full time*

Responsibilities:

- Responsible for all digital design output within the agency.
- Design mentor to junior designers.
- Scoping requirements and technical specifications for projects with account management team.
- Design lead for client presentations.

Achievements:

- Part of the design and creative team that was nominated for an award for Hostplus's YouPlus campaign.
- Delivered a new, evolved version of the MORE iPad and Mobile App for Hostpus, defining new directions in content delivery, interactivity and engagement and making better use of the formats potential.
- Developed a design direction for the Australian Government Department of Health and Ageing Healthy Weight website that was so widely praised that it was adopted and carried through to all campaign assets and offline materials.

December 2013 DM Group becomes HARDWIRE Agency. DM Group has been operating for over 25 years.

Freelance Digital Designer
Melbourne, Australia   Nov 2011 – Mar 2013 - *Freelance/Contract*

Freelance digital design for various agencies (Evolution 7, The Studio Dreams) and in-house teams (Herbert Smith Freehills).

Digital Design and Front-end Development Consultant
Interactive Systems - Melbourne, Australia   Mar 2010 - Nov 2011 - *Full time contract*

Working closely with the CEO, sales manager, marketing teams and technical staff I was responsible for the management and design of the company website.

Responsibilities:

- Management and updates to the main company website and development of bespoke landing pages and entry points for key service offerings.
- Responsible for the output of all design work including UI/digital design.

Achievements:

- Delivery of a new sub-brand; Interactive Hosting. I was responsible for the design and development of the customer facing website and the UI for the back-end administration system.
- Worked with internal staff to implement improved workflows and systems for content authoring and delivery.

Freelance Digital Designer
Rowan Attenborough Freelance Design - Australia wide   Apr 2009 – Mar 2010 - *Freelance*

See above experience under freelance.

Web and Graphic Designer
SmartyHost Web Services - Melbourne, Australia   Feb 2006 - Apr 2009 - *Full time*

SmartyHost was the second largest web hosting provider (at time of employment). I was the sole graphic and web designer.

Responsibilities:

- Management and delivery of all client web development projects.
- Design and front-end development of high-traffic company e-commerce website.

Achievements:

- Part of the design and marketing team that helped position SmartyHost as the second largest hosting and domain name provider in Australia.
- Lead on new product initiatives, including web hosting retail cards (an Australian first).

SKILLS

Design
Interaction and UI design
Responsive/Adaptive design
Mobile first design techniques
Brand and logo design
Sketch and InVision
Adobe XD, Photoshop and Illustrator

User Experience
User research and interviews
Prototyping and user testing
Qualitative analysis methods

Creative
Creative concepting and ideation
Art direction
Copywriting and creative writing

Code
Strong:
HTML5
CSS/LESS
Responsive/Adaptive development
Mobile development
Bootstrap framework
Sitefinity and WordPress CMS
Animated banners
EDM development
Accessibility (WCAG) 2.0 standards

Familiar with:
App development
Squiz Matrix CMS
JavaScript and jQuery

Associated skills
Excellent communication skills
Design mentorship
Team leadership
Championing human centred design
Stakeholder management

EDUCATION

Qualifications
Bachelor of Arts (BA Hons) in Graphic Design
Reading College and School of Arts and Design, UK (2000 - 2001)

Higher National Diploma (HND) in Graphic Design
Plymouth College of Art and Design, UK (1998 - 2000)

General National Vocational Qualification (GNVQ) Advanced in Art and Design
Truro College, UK (1996 - 1998)

Further learning
User Experience Design (10 week part time course)
General Assembly, Melbourne (2018)

Certificate in Flash and ActionScript Development
Labspace, Melbourne - Adobe Authorised Training Centre (2007)

Certificate in Web Design
Grenadi School of Design, Melbourne - Adobe Authorised Training Centre (2005)

Professional Memberships
Australian Graphic Design Association (AGDA) Professional Member