

William Colley

Product Designer UI / UX

Profile

I specialise in product design and great user experiences within agile teams. Bridging the gap between business strategy and user needs into coherent design systems, while challenging existing HCI (Human Computer Interaction) reality.

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Experience

JustGiving, London
Product Designer UI / UX
January 2008 - current

- Lead UI Product Designer on large projects advocating user-centred design principles. Ensuring that experiences are simple, easy to use and fun while supporting business strategies and growth levers
- Iterative public development cycles while collaborating with engineers, product-owners, product managers in all areas of the business
- Translating user research into informed design decisions in a fast-paced business environment while maintaining an inherent understanding of user needs
- Prototyping micro-interactions in usable code. Communicating animations and interactions from UI designs into product development

Education

- CIID (Copenhagen Institute of Interaction Design) Service Design through Experience Prototyping
24th - 26th November 2016
- Nielsen Norman Group
HCI (Human Computer Interaction)
9th - 11th November 2014
- Nielsen Norman Group
Visual Design for Mobile and Tablet
5th - 6th June 2014
- Wackers Academy
Amsterdam, The Netherlands
Fine Art Diploma 1993 - 1998
- City & Guilds of London Art Schools
Foundation in Fine Art
September 1992 - June 1993

Software

SketchApp, Adobe CC, InVision, Framer, CoffeeScript, HTML & CSS.

Expertise

Product Design UI / UX,
Human Centred Design,
Design Coaching,
Stakeholder Management,
Design Management.

References

Available on request.