

Andy Bell

Experience Designer

I champion user needs to create products that users love.

In the past I've been able to work with the likes of BMW, ITV, MINI, Nike, Sky and others.

EXPERIENCE.

Experience Lead / Dare.

September 2017 - Present, London, UK

Currently I work on a wide range of UX and strategic projects for a number of different clients. These include broader strategy development to create experience strategies and in-depth user research, analysis, journey mapping and persona building. Also I work on creative concepting, wireframing and prototyping, and also applying behavioural economic theories and approaches..

Senior UI Designer / Keltie Cochrane.

March 2016 - September 2017, Newcastle, UK

I worked with a small team to design and develop a number of web projects for a range of UK and global brands. I was involved from initial concepting, through design and realisation with front end development. I also assisted with motion projects and email marketing during my time.

Head of Design / Allmedia.

May 2014 - March 2016, Newcastle, UK

I designed a range of digital products within the recruitment marketing sector. This ranged from websites, microsites, social media campaigns and content to email marketing and motion. I participated in every stage of the projects, from concepting through to build.

Digital Designer / andsome.

March 2012 - May 2014, London, UK

Digital Designer / Sabre Holdings.

May 2011 - March 2012, London, UK

Junior Digital Designer / Fusebox.

August 2010 - January 2011, Newcastle, UK

EDUCATION.

BA(Hons) Interactive Media Design / Northumbria University.

September 2007 - July 2010, Newcastle, UK

CAPABILITIES.

Strategy

Journey mapping, Strategy & vision presentations, Spec writing, User flows

Research

User research, User testing, Workshop planning & facilitation, Behavioural economics, Data analysis, Task analysis & persona hypothesis development, User & stakeholder interviews

DESIGN

Concept sketching, Campaign concepting, Digital content creation, Motion design, UI design, Wireframing

Prototyping

Rapid prototyping, HTML / CSS / JS

SOFTWARE.

Sketch, Figma, Adobe Creative Suite, Framer, InVision, Axure, Keynote, Microsoft Office