



# Phillip Close | Lead Interaction Designer



07815 903 836



phillclosey@gmail.com



www.phillofideas.co.uk

## My profile

A seasoned designer with over 25 years of experience, transitioning from print to digital, with a proven track record of delivering innovative solutions for diverse clients. I specialise in user-centred design and design thinking, transforming complex problems into delightful user experiences. I thrive in collaborative environments where creativity and strategic thinking drive success.

## Career highlights



25+

Years of experience



5x

Promotions achieved



4x

Leadership roles



1000+

Freelance Projects

## UX skills

Prototyping

User testing

Design languages

Project management

Agile method

Collaboration

## Soft skills

Problem solver

Leadership

Teaching designers

Presenting

Strong communicator

## Design tooling

Wireframing



Collaboration



Coding



Print



Office



## Experience



### Employer:

Blackhorse Finance

**Job title:** Lead Interaction Designer

**Duration:** 2019 - present

- Lead the interaction design team, driving user-centred design strategies for major digital platforms.
- Conduct comprehensive UX research and usability testing to inform key design decisions.
- Develop and present prototypes, refining designs based on feedback.
- Collaborate with cross-functional teams to deliver cohesive and high-quality digital experiences.
- Follow agile methodologies to streamline workflows
- Mentor and develop team members, fostering a culture of learning.
- Spearheaded the redesign of multiple high-profile projects, improving customer engagement.
- Be an ambassador for accessibility and strive to achieve the highest levels of inclusive design.

## Education

### Caerleon High school

1991 -1996

### Nash College

Media & 3D animation

1997 - 2000



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## Experience



### Employer:

PHS Group

**Job title:** Lead Designer

**Duration:** April 2017 - July 2019

- Managed all creative projects across multiple divisions and industries
- Protected and managed the brand design system and guidelines.
- Launched six websites in 2019, following a full UX process  
Oversaw extensive handover processes and managed third-party collaborations.
- Designed and built email campaigns with landing pages utilising bootstrap
- Worked closely with digital managers to analyse data and improve conversions

### Employer:

Metamorph Media

**Job title:** Freelance Designer

**Duration:** Oct 2009 - Dec 2015

- Oversaw the design and development of all digital projects, ensuring alignment with client goals and brand standards.
- Presented design concepts and proposals to clients and stakeholders, leading to successful project buy-ins.
- Managed a team of 8 designers, providing guidance and support to enhance their skills and performance.
- Promoted to 'Head of Design' due to exceptional performance and leadership skills.

### Employer:

Integra office solutions

**Job title:** Senior Designer

**Duration:** Jun 2001 - Oct 2009

- Led creative projects and major catalogue productions, ensuring all artwork met high standards and print requirements.
- Managed a design team, regularly presenting updates to the board of directors.
- Attended press passes and proofed artwork to ensure the highest technical standards
- Achieved promotion from Middle Weight Designer to Senior Designer.

### Employer:

Integra office solutions

**Job title:** Advert designer

**Duration:** Jan 1999 - Jun 2001

- Designed adverts for 40 publications, producing creative concepts and magazines.
- Promoted to the 'Motors Design Team' due to exceptional skills and management.

