

# VICKY LOU FOX

## LEAD PRODUCT DESIGNER UI/UX

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I am a creative Product Design Lead with 7 years experience working with some of the world's most innovative startups and leading brands such as ASOS, Bloom & Wild, Emirates and AMEX.

I have lots of experience owning the entire design lifecycle (from user research, strategy, UX & UI through to Interaction design) either by myself or as head of a small team.

I believe that having an open and inquisitive approach to design enables you to pinpoint real needs and is key to being able to design with purpose and intent. I use principles from Google's Design Sprint methodology to run workshops with team members and stakeholders early on in the process. Using Atomic Design principles I set up design systems that enable both designers and developers to design and build quickly and consistently.

## EDUCATION

### ***MA Communication Design (Distinction)***

Ravensbourne College of Design, 2010 - 2011

### ***BA Art & Design (2:1)***

Central St Martins College of Art and Design, 2000 - 2003

## EMPLOYMENT

### ***Product Design Lead at Attest, London***

July - December 2018

- In addition to owning the product design function, I was bought in to build out the design team, setting up working processes and hiring three designers

### ***Product Design Lead at Rainmaking Innovation, London***

February - June 2018

- Product design, user research & art direction on a pre-seed innovation project in the logistics sphere
- Included working with a software developer on a Figma to React export process using the Figma Web API

### **Product Design Lead at Bloom & Wild, London**

March 2016 - February 2018

- Worked very closely with data, product, and the CEO
- Lead and mentored a team of two other designers
- Responsible for the UX and UI of 2 apps (Android and iOS) and 3 websites (UK, FR, DE)
- Established an agile, collaborative design process within the company
- Set up and ran a regular user testing programme that included remote, in-house and A/B testing.
- Key projects include iOS and Android apps, responsive homepage, internationalisation of the UK website & apps to French and German, emails, marketing templates, user personas and style guide.

### **Senior Digital Designer at Lyle & Scott, London**

December 2014 - December 2015

- UX and UI design for mobile and desktop sites across four territories
- Responsible for marketing graphics, art directing photo shoots and creation of a style guide for UI elements
- Managed one UI Developer

### **Lead Interaction Designer at Mr Porter, London**

December 2015 - March 2016

- Lead the design on all Mr Porter digital product across mobile, web, app and desktop
- Using the principles of 'Atomic Design', I established an online component library for use across all group brands (Mr Porter, Net-A-Porter & The Outnet)

### **Digital Designer at ASOS, London**

May 2013 - December 2014

- UI Design for desktop, mobile web, responsive, and native mobile experiences (iOS and Android)

### **UI/UX Designer at Tigerspike, London**

July 2011 - May 2013

- Working for tier 1 clients such as Emirates, American Express, Random House and Tesco.
- UX research and strategy across app and mobile web (including planning and leading client workshop sessions)

## **SOFTWARE**

### ***Pretty Good With...***

Sketch, Figma, Framer, InVision, Zeplin, Abstract, WhatUsersDo, Usability Hub, Mailchimp

### ***Also***

Photoshop, InDesign, Illustrator, Omnigraffle, Wordpress, After Effects, Pixate

### ***Still Learning...***

HTML, CSS, Interface Builder, Subform

## **NON-WORK STUFF**

I am a regular runner, having completed the London Marathon in 2015. I also practice yoga 2-3 times per week.

I love books, fashion, architecture, film, furniture, music and of course travel.