

MARLON BUNDAY

PERSONAL DETAILS

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CAPABILITIES

User-Centric & Cross-Platform Digital Product Design

- Modernising, researching and designing future product generations as a seasoned user experience (UX) designer, user interface (UI) designer, interaction designer and product designer with over two decades of dedicated visual design experience.
- Collaborating with product owners (POs), business analysts (BAs) and cross-functional development teams to shape customer needs through design excellence to influence stakeholders with data informed UX design.
- Creating clear, elegant, data-driven and user-centric experiences for customer delight, including interactive prototypes to test and validate design concepts before implementation.
- Contributing to product and content design strategy with UX/UI design expertise for new or existing design systems, component libraries and style guides.
- Fully engaged with Agile development environments including writing meaningful user stories that resonate with users' needs.
- Conducting extensive user research and presenting new findings to influence design decisions.

Visual Communication & UX Principles

- Crafting exceptional user experiences through intuitive, customer-facing user interfaces with pixel-perfect attention to detail.
- Demonstrating full-stack, cross-platform and native apps design experience encompassing discovery, design, building and delivering exceptional products that adhere to modern accessibility standards.
- Translating organisational objectives and understanding user needs into sophisticated digital experiences and interactions.
- Applying hands-on experience with various UX methods such as empathy mapping, user flows and customer journey mapping.
- Employing design expertise using Figma, Sketch, Adobe Creative Suite and other industry-standard software to create storyboards, mock-ups, wireframes, prototypes and high-fidelity designs.

Facilitation, Research & Usability Testing

- Leading broad UX design initiatives internally across the organisation with excellent analytical skills.
- Conducting user research, moderating usability testing and conducting interviews to optimise testing protocols and feedback.
- Utilises collaboration skills with cross-functional teams to support continuous integration/continuous deployment.
- Performing usability testing to iterate designs and produce qualitative research data to inform data-driven designs.
- Collaborating with external agencies for branding and UI enhancements.

Presentation, Communication & Leadership

- Demonstrates strong project leadership skills and team management with the ability to offer mentorship to more junior team members.
- Conducting in-depth analysis of user feedback and analytical data.
- Able to articulate UX/UI design decisions and UX strategy to team members and stakeholders with excellent presentation skills.
- Leveraging insights to validate and substantiate the translation of design concepts into responsive web layouts.
- Gathering and interpreting project requirements, aligning designs with business objectives and user demands.
- Maintaining a commitment to stay abreast of design trends, WCAG 2.1 accessibility standards, technologies and SEO requirements to deliver superior user experiences.

Personal

- Able to work independently and as part of a multi-disciplinary team with an organised, meticulous and disciplined mind.
 - Understanding and sharing user feelings to create designs that resonate with their needs and preferences.
 - Remaining flexible and adaptable to change while incorporating new information and insights into the design process.
 - Approaching design challenges as opportunities to find innovative and creative solutions through strong problem-solving and critical thinking.
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KEY DESIGN TOOLS & DEVELOPMENT FRAMEWORKS KNOWLEDGE

- **Design:** Adobe Creative Suite, Figma/FigJam, Illustrator, Photoshop, InDesign, Sketch, Zeplin, Design Systems
 - **Prototyping:** Figma, InVision, Adobe XD, Axure RP, Balsamiq, Marvel, ProtoPie
 - **Front End Development Knowledge:** Adobe AEM, CSS, Git, HTML, JavaScript, jQuery, Material Design (MUI), NPM, React, Swift
 - **Other:** HotJar, Atlassian Jira/Confluence, Lucid Chart, DoveTail, Microsoft Office including PowerPoint (Keynote for Mac), SharePoint, Slack, Teams, Zoom, Miro, MacOS, iOS, Android
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DESIGN CAREER HISTORY

- 08/2023 – Present** **Sequoia Studios Ltd, Freelance Designer and Photographer, Various Clients and Projects**
Working with various local and international clients including IHG Group, Next, Adaptsys and PhotoWeb USA on a variety of design and photography projects.
- 10/2022 – 08/2023** **Lead UX Consultant, Sidero Ltd (Various Projects), Athlone, Ireland**
Sidero is home to Ireland's premier team of software experts. Reporting to Chief Operations Officer, responsibilities included producing foundations of a scalable design system using the atomic design methodology for Peptalk for their staff wellbeing app.
Major Achievements:
- Enabled the client to design mobile-responsive pages at pace and accelerated content delivery to users by producing robust, customisable and scalable Figma components and building the foundations of a collaborative design system based on atomic design methodology.
 - Improved app load times, increased user adoption, increased user engagement by 35% and offered better application accessibility for a wider audience by migrating from native iOS/Android apps to a responsive browser-based solution.
 - Demonstrated quantitative usability improvements in the absence of access to real users with whom to conduct usability testing by applying extensive experience with web analytics to monitor user behaviour.
 - Designed a more streamlined and usable interface for over 250,000 civil servants in Ireland by creating the initial mid-fidelity wireframes for a web-based public sector Pensions Calculator app following UK Government Design System (GDS) patterns.
 - Empowered management to address skill gaps and facilitate staff up-skilling per customer needs by introducing a training matrix named Five Levels of Competency Mastery, from novice to expert, providing a structured path for skill enhancement in various software development areas.
- 09/2021 – 10/2022** **User Experience Lead (UX/UI), Health Data Research UK, London, United Kingdom**
Health Data Research UK (HDR UK) are the UK's national institute for health data science. Reporting to the Chief Technical Officer, responsibilities included executing a comprehensive and highly intricate Health Data Gateway platform migration from Sketch/Invision/Zeplin to Figma.
Major Achievements:
- Elevated the firm's Innovation Gateway design and component library to contemporary design standards, provided a scalable and precise design system centralised in Figma including user micro-interactions, and established an ultimate single source of truth by transitioning to the Figma platform.
 - Addressed differences in component structure between Sketch and Figma by painstakingly re-engineering each item to lock the correct styles, fonts and colours correctly in Figma.
 - Improved dataset accessibility and discoverability for target audiences by working closely with the cross-functional team to uncover potential pain points in their health technology stack.
 - Discovered data flow improvement areas between database and user interface, presented and tested solutions in Figma prototypes which revamped search functionality within the Gateway.
 - Identified numerous UI improvements including micro-interactions to considerably improve the user experience following an in-depth user interface (UI) and usability audit. A re-design followed with a detailed Figma prototype and a subsequent ratification via guerrilla user testing sessions.
 - Improved internal team usability testing skills and enabled continuous service improvements by producing full usability testing strategy to be integrated into Agile sprints.
 - Trained and enabled several staff members to conduct, analyse and implement UX/UI improvements from testing sessions within Agile sprint cycles without the assistance of a UX expert.
 - Played an integral role in sprint activities by actively supporting scrum teams to reach sprint objectives.
 - Presented sprint demos for UX/UI design and led daily scrum stand-ups, sprint demos and retrospectives when necessary.
- 05/2021 – 09/2021** **Senior Experience Designer (UX/UI), Shell, London, United Kingdom**
Shell International are a group of energy and petrochemical companies with 90,000+ employees globally. Reporting to Head of UX, collaborated with dedicated cross-functional team of developers, business & data analysts and traders to design a Liquefied Natural Gas (LNG) Data Insights Platform.
Major Achievements:
- As Senior Experience Designer, met the demands of end users after interrogating research data into worldwide import/export supply and demand for LNG contributing to an internal platform which calculated and mapped the complex flow of for LNG globally.
 - Ensured the platform's complex data sources produced the required complex charts, graphs and tabular data in an extremely accurate user interface.

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- Developed a complex atomic design system in Figma and delivered improvements to tight and business critical deadlines while ensuring a quality product across multiple platforms.
- Completed a successful integration with the core system and maintained in-place design integrity while working with a design library that had been developed in isolation from the core Shell Design System.
- Adhered to a consistent version control system while documenting design decisions by ensuring all Figma library elements and components were fully annotated and updated.
- Participated in all sprint activities and assisted scrum teams in achieving sprint goals.

09/2020 – 05/2021 Global Lead UX, ViV Healthcare (GlaxoSmithKline), Brentford, United Kingdom
03/2020 – 05/2020 Senior Product Designer (UX/UI), Marine Stewardship Council (MSC), London, United Kingdom
09/2017 – 02/2020 Lead Product Designer (UX/UI), Ericsson Telecoms (Digital Services Portal), Athlone, Ireland
04/2017 – 08/2017 Senior UI/UX Designer, British Car Auctions (Various Projects), Farnham, Surrey, UK
03/2017 – 04/2017 UX Consultant, Vodafone (Project Delivery Framework), Newbury, UK
02/2017 – 03/2017 UI Designer, Oracle (Dynamic Acceleration Adoption Platform), Reading, UK
10/2016 – 01/2017 Interaction Designer, Swinton Insurance (Tradesman Quote and Buy), Manchester, UK
08/2016 – 10/2016 UX Designer, Boots (Online Appointment Booking System), Nottingham, UK

01/2008 – 07/2016 Senior Designer, Allianz Intranet, Guildford, UK (over 8.5 years insurance industry experience)

Major achievements with Allianz and Allianz Corporate Partners

11/2015 – 07/2016 Lead Product Designer, Petplan Equine (Allianz Brand), Guildford, UK
10/2015 – 02/2016 Senior UX/UI Designer, BMW (Allianz Corporate Partner), Guildford, UK
05/2015 – 11/2015 Lead UX/UI Designer, Premierline (Allianz Brand), Guildford, UK
05/2014 – 05/2015 Senior UX/UI Designer, Allianz eBroker, Guildford, UK
05/2012 – 04/2014 Lead Designer, Allianz Insurance, Guildford, UK
09/2011 – 05/2012 Senior Designer, Ford Insure (Allianz Corporate Partner), Guildford, UK

EDUCATION & QUALIFICATIONS

Member, British Computer Society (BSC)

Member, User Experience Professionals Network, Figma Product Community, User Experience Design (UX) Group, Graphic Designer Lounge, UX Strategy: Smarter Product Design, Design Thinking Group, Agile UX Group, Interaction Design Association (IXDA) Group

Participant, Government Design System (GDS) User Research Panel

07/2001 – 06/2004 **BA, Website Design, Production and Management**, TAFE NSW, Sydney, Australia

Other courses attended include:

- **Interaction Design Foundation:** Accessibility: Designing for All, Design Thinking: The Ultimate Guide, Journey Mapping & Human Computer Interaction (HCI)
 - **LinkedIn Learning:** Advanced Skills in AI and Machine Learning (ongoing), Generative AI (ongoing), Web3 Design and Security Essentials, Integrating Generative AI into the Creative Process
 - **Certifications:** Scaled Agile Framework (SAFe) Practitioner, Business Coaching and Mentoring (ILM), Foundations in Project Management
 - **Other:** Diploma in Corporate Photography
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