

## Andrew Wilson

**Visionary design leader driving human-centred business**

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## Cover Letter

Hello,

I'm Andrew, a values-driven design leader with 10 years of working experience in UX, Product and Service Design. I'm passionate about designing business models, systems, services and technology that support human flourishing and that are good for the bottom line.

I've led design projects for renowned clients across agencies, startups, corporates, charities, and government organisations. I possess a wide and deep variety of skills and expertise in UX, UI, UR, as well as FE/BE development and Business Strategy, to help businesses tackle complex challenges, create scalable solutions, and thrive in adversity.

I admire leaders whose actions speak louder than words, and I aspire to set that example whenever possible. This includes openly sharing my work, mentoring and supporting my team, fostering environments that encourage creativity and collaboration, and inspiring vision and direction throughout the broader organisation.

I believe my hunger to learn and grow alongside my skills, knowledge and experience in design, technology, and business, will add a new dimension to your team, add value to your projects and organisation, and ultimately give you the confidence to rapidly navigate a changing world.

I look forward to seeing how we can work together!

A handwritten signature in black ink that reads "Andrew". The signature is written in a cursive, slightly slanted style.

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## Skillset

**UX/UI:** Figma, Axure, FramerX, Sketch, Zeplin, Invision

**Dev:** PHP, Javascript, HTML, CSS, jQuery, SQL, Wordpress, Laravel, Drupal

**Research:** Ethnographic research, user interviews, test planning, moderated/unmoderated testing, data analysis/reporting, personas, journeys, service blueprint

**Strategic:** Design thinking, discovery phase, agile/lean methodology, business strategy, data driven marketing, testing & validation, automation, Jira and Confluence

**Interpersonal:** Mentoring and coaching, co-creation, workshop facilitation, pitching and sales presentations

## Culture Fit

**Values:** Authenticity, Collaboration, Compassion, Curiosity, Creativity, Assertiveness

**Strengths:** Listening, facilitative leadership, reflective, self-motivated, action orientated, objective, visionary

**Role Models:** Atticus Finch ('To Kill a Mockingbird'), David Choe, Derek Sivers, Tom Hardy

**Passions:** Poems, punk, cycling, coding, philosophy, psychology, meditation, mental health, startups

## Education

### Glasgow School of Art, Scotland

Master of European Design and Product Design (2008 – 2014)

### Konstfack, Stockholm, Sweden

Industrial Design (2011 – 2012)

### Köln International School of Design, Germany

Multi-disciplinary Design Practices (2010 – 2011)

### University of Cumbria, England

Foundation Art and Design (2007 – 2008)

## Professional

### Tesco Technology (contract)

Role: Senior UX Designer (Dec 2021 - Present)  
UX for colleague Click+Collect and Home Delivery app. Supporting discovery for EV rollout, and other projects.

### Spill (mental health startup)

Role: Senior Product Designer (Aug-Dec 2021)  
Improving pre-existing products & systems, developing new dashboard, raising awareness of UX, UI, and UR.

### Contractor (VCCP, Engine Group, Apple, Saga, BFI)

Role: Senior UX/Product Designer (Nov 2020 - Present)  
Leading variation UX & UR client projects with renowned agencies and organisations.

### ekino (agency)

Role: Senior UX Designer (Jun 2019 - Sep 2020)  
Supporting pitches and leading UX projects for clients in finance, property, entertainment, health, and automotive industries, as well as mentoring colleagues

### Ultromics (health-tech)

Role: Service/UX Lead (Apr 2019 - Jun 2019)  
Reviewing processes & operations, establishing design system, supporting FDA submissions, prototyping dashboard app

### Great Ormond Street Hospital Children's Charity

Role: UX Lead (Apr 2018 - Apr 2019)  
Leading UX transformation, establishing charity-wide design system, upskilling staff, running co-creation workshops, supporting various digital projects

### Exactly (location-tech startup)

Role: UX Lead (Nov 2017 - Feb 2018)  
Developing UX for web & mobile service, user testing, ethnographic research, managing freelancer designers

### Oxford Computer Consultants (agency)

Role: UX Designer (Jan - Oct 2017)  
Leading UX projects and workshops for healthcare, and local government clients and supporting sales pitches

### Business Models Inc., UK (agency)

Role: In-house Designer (Jun 2015- Jun 2016)  
Supporting client projects, business development workshops, and prototyping ideas

### The Scottish Government

Role: In-house Designer (Sep 2014 – Mar 2015)  
Supporting design of Entrepreneurship & Innovation team's public dashboard of indicators. Designed & lead Design Thinking workshop at *Scotland Can Do Assembly*

### Designit, Oslo (agency)

Role: Interaction Design Intern (Sep 2012 – Mar 2013)  
Developed wireframes and prototypes for launch of *DX80* product at Cisco

## Self Initiated\*

### Journal Life

A journaling product ecosystem and underlying process for self-coaching I co-created & launched on Kickstarter

### Many Launch Crowdfunding

An online platform I developed for crowdfunding launchers and freelancers to connect

### Meetups

I created, (co)organised, and facilitated 3 meetups:

- **UX Makers:** Teaching digital UX/UI skills
- **Kickstarter Academy:** Supporting entrepreneurs launch crowdfunding campaigns through drop-ins, live events, and podcasts
- **Motivation Mondays:** International peer support community for personal development

*\*I'm always hustling... Ask me about my latest side project*

## Awards

### New Ventures Finalist

Scottish Institute of Enterprise (2016)

### Summer Startup Programme Winner

Santander and Glasgow University (2014)

### New Business Award

Glasgow University (2014)

## References

**Vy Alechnavicius** (Director of Product Design @Algolia)  
[hello@vaexperience.com](mailto:hello@vaexperience.com)

**Mariana Morris** (Director @ at Fruto Design)  
[mariana@frutostudio.co.uk](mailto:mariana@frutostudio.co.uk)

**Steph Marques** (UX Director @ at VCCP)  
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**Jamie Lillywhite** (Creative Director Ekino, London)  
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