
Andréa Winterbottom

Interaction & experience design

User centred design – user experience – information architecture – service design

Summary

Over 20 years experience as a lead information and interaction designer with a portfolio of international clients, complemented by boundless imagination, fun and award winning graphic design skills. Innovative solutions provider to complex problems. Proven ability to understand and meet customer needs, address business requirements and please the client

Experience across many business environments, industry areas & design disciplines

- Investment, personal & private banking, Telecoms, Pharmaceuticals & healthcare, Technology, Travel & leisure, Media, Retail, Brand & identity
- **B2B, B2C; web, mobile, software visible & hidden solutions:** Barclays, HSBC, Santander, RBS, Vodafone, O2, GlaxoSmithkline, Smith & Nephew, Novo Nordisk, Microsoft, Disney, Unilever, Logitech, Visit Britain, Mercedes Benz, MDIS (Northgate), hibu, BBC, ITV

Skills & Experience

Highly creative, lateral thinker with strong conceptual and problem solving skills that achieve client/team goals and objectives; research, analysis, usability and design expertise at project-specific, tactical levels with client facing, content strategy, art direction and management experience; excellent verbal and written communication skills with the ability to build consensus around elegant, novel solutions; able to work in a highly interactive environment and contribute effectively to concurrent projects while under constraints, and lead multiple work streams, people and resources to meet the brief, the budget and the deadline

- User-centred approach with proven ability to innovate within change; clean design & documentation style; pragmatic, strong processing skills with attention to detail; in-depth knowledge, understanding and experience of user profiling, brand impact, market trends
- Graffle, Sketch, InVision, Illustrator, Photoshop, Bootstrap, CSS, Javascript, Axure, Indesign & many more...
- Great sense of humour, patient, fast, accurate. Good team member; but can work alone
- Multilingual: English, German, French. Active listener, able to extract key information

Education**BA Hons 1.1 Media & Production Design**

2 distinctions, London College of Printing

2 S Levels; 4 A Levels; 9 O Levels

2011 Best website Revolution Award

2010 Outstanding Website Webaward

MMAA Gold, silver and bronze awards

D&AD Youngblood Typographer

- **Gathering and documenting client and user requirements, including liaison and co-operation with interested parties in multiple languages & locations**
 - **Analysis and application of user research & testing**
 - **Brainstorming, workshops and other collaborative sessions**
 - **Content strategy and design**
 - **Process mapping, content modelling, flow and interaction diagrams, sitemaps**
 - **Use cases, storyboards, wireframes, personas, prototyping**
 - **Technical and functional specifications for design and development**
 - **Troubleshoot to achieve viable, approved solutions**
 - **Management of design & build process from concept to final delivery**
- Plan and manage the human-centred design process:
Understand the context of use, and specify user and organisational requirements
Produce design solutions & documentation; evaluate against requirements, ensure consistent quality and output
Identify and implement cross-channel (web/ mobile/ tablet/ app) interactions & dependencies
Production of templates & guidelines to enable ongoing design and development
 - Process skills:
Concept, visualise, consider, specify and realise the best possible results
Understand and apply the structures and psychology of UX
Enhance/advance user experience and performance
Implement and enable change
 - Pitches & proposals; costing & estimation

Projects

- **Concept:**
RBS corporate banking
YBS/ Egg mobile banking concept
Heatbug mobile app
HSBC Personal banking
HSBC Wealth & HK FX trading
O2 future retail & corporate customer experience
- **In use:**
RBS/ Natwest/ Ulster bank digital help
Dove global site redesign
YBS future multi channel customer experience
Barclays corporate onboarding
Logitech support
Tech21
Unilever multi-channel white label global solution
Visit Britain/ Enjoy England site redesign
HSBC MyPlan & global tools
HSBC UK Current accounts/ Financial planning/ Investments centre
HSBC Mobile & ATM (South America)
HSBC Private bank
HSBC Goal planner & Solution builder
HSBC Global alerts & notifications framework
HSBC Global one time passwords
HIBU
Vodafone Manufacturers pages
Vodafone Help centre
Vodafone 360
Express health, social & police framework