

# Jay Flaxman, UI Designer

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## Experience

### Lily's Kitchen – Freelance Designer

1 year 10 months, January 2021 – November 2022  
Overhauled international website template for use across 9 countries. Redesigned content on Amazon Premium product pages. Guided internal digital team on use of Sketch and implementing design system.

### Valtech – UI/UX Designer

3 years, September 2017 – August 2020  
Redesigned easyJet's Cheap Flights & Low Fare Finder site sections. Interface design across Bupa Global and Taylor Wimpey. Concept and animated vision video for NHS Digital site. Proof of concept design for Jaguar Land Rover.

### Vivo Rewards – UI Designer

9 months, September 2016 – May 2017  
Redesign and prototyping of VivoMe web product: navigation, content cards, icons, forms. Landing, category and profile pages. Created their first UI kit and style guide, and integrated it with brand.ai design system manager.

### Freelance Designer

4 months, May – August 2016  
Engage Works, Jigsaw, Secret Sales, TK Maxx.

### Digital Annexe – Digital Designer

1 year 4 months, January 2015 – April 2016  
Responsive web design across Mercedes-Benz UK and Australia, and Smart. App design for The Mall. Multi-lingual touch-screen displays at the world's largest agricultural exhibition – Agritechnica.

### Biglight – Digital Designer

2 years 4 months, August 2012 – December 2015  
Uniqlo, Specsavers, Evans Cycles, Hunter USA, George at Asda, Goldsmiths, Firetrap.

### Latitude Agency – Junior Designer

1 year 5 months, March 2011 – August 2012  
Marriott, Regus, Grosvenor House Hotel, Thistle, UBM.

## Skills

Interface / UI design  
Design systems  
Wireframing  
Prototyping  
Iconography  
Microinteractions  
Usability testing  
Design to Build QA  
Accessibility (Basic)  
HTML & CSS (Basic)

## Tools

Sketch  
Figma  
ProtoPie  
Proto.io  
Photoshop  
Illustrator  
InDesign  
Miro  
Notion

## Education

### BA Graphic Design, 2:1

University of Portsmouth 2007-10

### BTEC National Diploma Graphic Design

City of Westminster College 2004-5  
London College of Communication 2005-6

## Bio

I enjoy building design systems of beautiful interfaces and utilising them to create easy-to-use journeys within pixel-perfect products that put people first. My experience spans many industries but my favourites so far are Travel, Hospitality, Property, Transport and Tech.

Things that inspire me include architecture, specifically art nouveau, art deco, brutalist and Victorian; enamelled bricks; cinematography; interior design; set design; plants; 1920s-50s transport; Wes Anderson films.

### Team fit

When I'm not working, you'll probably find me buying yet another gadget, at the cinema or theatre, building a LEGO set, refurbishing my house, caring for my 40+ houseplants, playing a simulation game, or travelling.