

Rupert Burr.

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Worked For.

Adam Smith International
Addition Financial
Anheuser-Busch InBev
Apex Law Firm
ASICS Sports
Backbase Banking Software
Blink Modelling Agency
BMW
Brunswick Int'l Finance
Climate Group
Computacenter IT
Concern Int'l
Conqueror Paper
Contiki Travel
Decision Tree
Dough Rising Financial
EDF Energy
Eat Natural
Esprit Clothing
Eurosport TV
Extreme Sports Int'l
Fenchurch Clothing
Fresh Tracks Travel
G4S Security
Galliard Healthcare
GOOP Lifestyle
Klimek Family Law
Last Wish Assist
Living TV Group
London Music Acad.
Luminous Solar Energy
Magnific Rock Hotel
Nt'l Bank of Canada
Natural History Mus.
Novartis Healthcare
Parallax Law Group
PartyGaming Casino
Property Finder
Ride BMX Magazine
Roche Healthcare
Salesforce
StudioCanal
Subaru Automobiles
Sunshine Coast CU
Technology CU
Teddy Smith Clothing
Transfunction Studio
Venus Motor Company
Virt Communications
Viral Nation Agency
Vodafone
Young Presidents' Org

Chief Creative Officer.

March '99 — Present.
Consult, concept, create, and code. Freelancer escapades.

CXLA Ltd.

London UK, Vancouver CA.

- View my creative portfolio of work on: www.csla.com
- Consult with businesses to define their project roadmap and operating models. Outlay creative / product objectives, direction and involve in R&D to help product's offering and evolution.
- Hands-on work to launch or improve their existing visual appearance, usability, and copywriting.
- Build e-commerce / brochure websites for lifestyle and corporate outfits. I add to this arsenal by producing brand and guidelines, graphic design print materials, and edit / animate videos.
- **Since September '22** — Contracting with **Radical I/O in Vancouver Canada** (Consultancy lab specializes in data-driven enterprise software) on their UX/UI native app design. Catered towards cities/municipality's digital transformation. Enabling citizens to be self-sufficient from existing government infrastructure.

Senior UX Designer.

June '22 — August '22.

Mastercard.

London UK.

Contractor — With billions of consumers globally, is the leader in payments and financial technology.

- Consult — With Mastercard Developers B2B subsidiary and its API sales team. I was tasked with redesigning the funnel experience to cater to the three key audiences, Developers, CTOs and business stakeholders.
- Create — UX wireframes into polished UI with interactivity. Compositional design challenges were I was limited to CMS capabilities and developer capacity. Proposals were bound to simple changes: content layout flow, utilising UX copy and CSS tweaks, to achieve maximum impact.

Senior Product Designer.

March '22 — June '22.

RSM International.

London UK.

Contractor — Int'l network of accounting firms forming the sixth largest firm globally.

- Collaborate — with key stakeholders and users to lay out the experience of this multifaceted infrastructure meant for daily use of their B2B/B2C portal as part of their digital transformation project
- Design — Lo-fi interactive prototypes of complex accountant workflows into easy-to-understand layouts. Transitioning these to hi-fi designs with in-depth documentation for developers.
- Improve — Project design efficiencies by introducing templated design principles. Allow documentation to do the heavy lifting for design flows (i.e. instead of multiple screens to display multiple scenarios, reduced to one sample screen to cover multiple scenarios with supporting documentation)

Senior Designer.

October '21 — March '22.

Absolute Security Software.

Vancouver CA.

Contractor — System hardware embedded defence platform, protecting over 500,000,000 devices.

- Concepting — Redesign B2B and B2C websites. blue-sky designing packages of responsive layouts to reinvigorate their existing site. In conjunction, assemble a foundational style guide / design system.
- Uplifting — Audit the existing site for quick interim UX wins while the new site is in construction.

Creative Director.

March '21 — October '21.

Modes Digital.

Vancouver CA, Toronto CA.

Contractor — Design-led digital transformation agency for the financial industry.

- Advise — In-house and clients. Drive best practices within a design-led ecosystem, using data and research-first solutions to help improve application UX, marketing materials and brand strategy.
- Design — Work with partner suppliers and financial institutions. to review and present solutions for their digital transformation projects and find elegant solutions for complex company-specific processes.
- Research — Interviews. Chat with stakeholders and customers (1-on-1s) about their needs and build personas around this. Action feedback with wireframes and work with developers to apply changes.

Senior Product Designer.

July '19 — March '21.

Central One Credit Union.

Vancouver CA.

Permanent — Banking service provider to over 250 financial institutions.

- Small Business (SB) — SaaS toolset on a responsive / native platform: Connect with stakeholders and users for feedback. Run and distil user test data (1-on-1, forums) for improvement action points.
- SB Future — Roadmap and business development with product directors to implement ideas for a future vision, to introduce the concept of "Pay Gates / PAYG Banking". Iterative work for next-gen SB features: approvals, invoicing, payroll / benefits, and user management.
- SB App — Branding and UX / UI work for this in-company start-up: SB hub collating all business functions, to help owners run their company autonomously without a bank.
- Enterprise / Corporate Banking — Creating flows for approvals and user management. Full end-to-end design with user testing, stakeholder approvals and developer handoff / holding.

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Skills.

Abstract
Affinity Designer
Affinity Photo
After Effects
Agile
AngularJS
Axure
Celtx
Confluence
CSS3
Dreamweaver
Excel
Figma
Git
G Suite
HTML5
Illustrator
InDesign
Invision
Javascript
Jira
jQuery
Lightroom
Notepad++
Photoshop
PowerPoint
Premier Pro
Product Mgmt
SCSS
Sketch
UI
UX Researching
UX Wireframing
Visual Studio
Word
Wordpress
XD
Zeplin

Lead Digital Designer.

October '17 — April '19.
Permanent — Publicly traded fintech, specialising in B2B / B2C mobile payments.

- Glance Pay — App for streamlining card payments with rewards: Audit existing UX with user research and testing. Prioritise the customer's most wanted features. Support devs and stakeholders throughout. Assist in evolution with new tech integrations (NFC, QR etc). Set up a franchisee white label toolkit.
- Glance PayMe — SaaS app for sole proprietors to accept payments: Competitive and UX research, and full end-to-end prototype design. Product evolution to include concepts for invoicing and wearables.
- Glance Coin — Reward-based cryptocurrency: Assist with whitepaper and architecture infographics.
- Glance Tech — Parent company: B2B graphic / presentation design. Rebranding exercise and producing new guidelines, design / develop brochures, and eCommerce websites.

Glance Technologies.

Vancouver CA, London UK.

Creative Founder.

September '15 — April '17.
Contractor — Online wealth management tool, first to market within the UK.

- Product — Gather and define requirements from business owners and meld them into user stories and visual designs, within an agile methodology.
- Development — In-code UX / UI prototyping into the application with a real-time iterative approach. The concept proved a success with instant user testing and quicker releases (idea-to-live within a week). This concept allowed stakeholders to feel SaaS web apps before sign-off.
- Design — Conceive the brand's ecosystem and guidelines. Production of print advertising artwork and marketing materials and copywriting.

Netwealth Investments.

London UK.

Senior UX / UI Designer.

August '14 — July '15.
Permanent — Consumer electronics retailer. Most visited eCommerce site in Canada.

- General — Modernise the UX / UI of the purchase funnel. Mock-up high-fidelity designs and conceptual code for navigation enhancements. Work closely with developers, supply direction and sign-off.
- Team Improvement — Introduce biweekly UX / Dev meetings to improve comms, and run hack-a-thons / design jams. Work with PMs to migrate from a waterfall to agile methodology, and analytical-led design.
- Marketplace — Best Buy brand for indie sellers: Create brand and guidelines. Integration of new flows.
- Search Results — Improve UX and create prefab "product collections", source stakeholder requirements, translate to wireframes, present to stakeholders, and write dev stories.

Best Buy Canada.

Vancouver CA.

Senior UX / UI Designer.

January '14 — June '14.
Contractor — UK's largest travel group. 180 countries with 30 million customers.

- Thomson Airways — Sole UI designer a part of the UX team of 3. Working in agile to create the full web responsive e-commerce journey, and informational and marketing pages.
- Thomson Holidays — UX designer. Co-run a 2-day UX design jam to improve search filter functionality. Design the responsive high-fidelities, consult, and direct the dev team, and quality-check results.
- TUI Design Hub — Designer and developer. Online design system for the creative department to share visuals and guidelines with internal / external agencies.

TUI Travel Group.

Luton UK.

Senior Digital Designer.

June '13 — September '13.
Contractor — UK grocery leader and second-largest merchandise retailer in the world.

Tesco.

Welwyn Garden City UK.

Global UX / UI Designer.

December '09 — May '12.
Permanent — Travel leisure group. 24 brands in 60 countries with 2 million customers.

Trafalgar Travel.

London UK, Perth AU.

Digital Art Director.

September '08 — August '09.
Permanent — Fashion and lifestyle creative agency.

BlueSteel Studios.

London UK, Santa Monica US.

Creative Founder.

June '06 — June '08.
Permanent — Multimedia broadcasting network franchise. MTV for video gaming.

Ginx TV Entertainment.

London UK.

Senior Designer.

June '06 — June '07.
Permanent — TV network with 30 subsidiary brands / companies.

Extreme Sports International.

London UK.