



Bill Galloway

bill@billgalloway.com • Surrey, UK • 07801 745 679

linkedin.com/in/billgalloway/

www.billgalloway.com

### **Senior UX/UI at Flex legal**

Award-winning and highly creative leader offering 20+ years' success driving digital product and brand improvements for UK's largest brands, aimed at enriching overall customer experience and maximising satisfaction. Known for rendering expert-level product development and creative design support to prestigious global brands, such as Ford Europe, Xerox, United Airlines, and Ericsson. Proven track record entailing digital brand transformation and optimisation of e-commerce platforms to increase online revenue, leading to enhanced brand awareness.

- UCD, SD, UX/UI Design
- Corporate Brand Development
- Creative & Digital Design
- Experience & Process Mapping
- New Product Development
- Idea Generation & Implementation
- Revenue Optimisation
- Product Prototyping
- Application Development

### **Flex Legal**

An award-winning legal recruitment company is building revolutionary SAAS platforms for candidate training and recruitment across the country.

- Executed new brand across all assets, web, mobile, SAAS platform. Reimagining the customer and user experience to build the foundations for a fast-growing company.
- Redefining the way in which Lawyers in the UK are trained and building an inclusive SAAS platform to support training and facilitate supervisor signoff.
- End to end service design for sales and business processes, Service design, UX and UI implementation across all business sectors to facilitate rapid grows.

### **AI and Robotic experience design (Contractor)**

Working with several start-ups to help envisage ground-breaking technology in the farming sector and recently in the retail sector. AI which can track and manage livestock over a complete life cycle helping to maintain animal health, reduce the risk of infection and boost the ROI for farmers. Utilising High resolution video, lidar, humidity and weight sensors the AI learns to look after the flock. Robots controlled by AI intervene as needed to avoid intervention and possible contamination from farmers.

### **Head of User Experience and CD, Other Media, London 2009 to 2019**

Oversaw end-to-end aspects associated with restructuring and user experience optimisation of Paul Smith's e-commerce platform, leading to transformation from brand site to multimillion revenue in online sales. Secured prestigious UK's premium online accounts, such as the V&A, British Library, Historic England, Arsenal, Chelsea. Steered the entire transition from well-respected technical house to a world-class, user-centric design house, winning multiple industry awards.

- Delivered innovative digital product launch support to numerous start-ups via generation of conceptual ideas and name, brand development, story mapping, lean UX, and rapid prototyping.
- Facilitated brand image enhancement through effective digital brand transformation.
- Drove creation of appealing online design and user experience elements for classic British design icons; Paul Smith and Jasper Conran, as well as other clients, including The Royal Collection, Victoria & Albert museum, Arlo & Jacob, CityLit, United Nations, and UAL.
- Fostered development of iPhone and Android apps, such as revolutionary iPad visualising sports data in real-time, Arsenal app, Chelsea FC, Sport England, Football League, and Rugby Football Union.

## **Key Projects:**

### **Historic England**

- Served as creative director to establishing cultural organisation, covering brand development, logo design, and brand guidelines.
- Exercised inspirational leadership to develop an internal team and develop responsive launch site.

### **British Library**

- Innovated new architectural model, as well as interactive design solution and semantic content for seamless design of revolutionary pilot project.

### **Victoria and Albert Web Site**

- Co-ordinated rigorous revamp of entire website, including highly acclaimed 'Search the Collections'.

## **Additional Experience**

### **Art Director (The Grand Union)**

Closely involved in development of Boots account to develop Boots online store.

### **Creative Director (e3media London)**

Fostered entire setup of London office for e3 media, securing prestigious clients, including Sony, LivingTV.

### **Creative Director (Proxicom UK) and Dimension Data**

Design director to creative director through demonstration of excellent performance and winning many new clients including Manchester United.

### **Design Director (Wunderman)**

Directed all aspects related to the new internet team for Ford Europe, Xerox, Visteon, Ericsson, and UEFA.

## **Educational background**

Bachelor of Arts in Graphic Design - Kingston College of Art, Kingston-upon-Thames, Surrey

## **Technical proficiency**

Agile, Scrum, Jira, Git Hub Sketch, Flinto, XD, Zeplin, Figma, Miro, Omnigraffle, Magento, Wordpress, Adobe Photoshop, InDesign, and Illustrator, Clara.io, Microsoft Office, Visio, Windows and Mac OS

## **Professional awards**

- Lawyer awards, Winner disruptive technology
- Football Business Awards – Finalist for agency of the year
- eCommerce Awards - Best Home & Garden – Winner 2018
- Football business awards - Swansea FC Swans App – Finalist: Innovation
- Drapers - Best Website Design - Vollebak –
- UK app awards - Innovation and Best Design/UX – Swansea City Swans – App Finalist
- BIMA 2018 – Product & Service Design: Conscience – Advicenow – Finalist
- Sports technology awards – Best Technology for Fan Engagement – Swansea City Swans App – Finalist
- Design week – Digital, App Design – Swansea City Swans App – Highly Commended
- Webby 2017 – Best Mobile Sites and Apps, Sports – Arsenal FC App – Honouree
- BIMA 2017 – Immersive – Chelsea FC 3D Stadium Viewer – Finalist
- Legal and Later awards 2017 – Access to Justice Through IT: Advicenow – Winner
- BIMA – Education & Outreach – Wonders of the Universe – Winner
- BIMA – Mobile – Wonders of the Universe – Commended
- BIMA – Entertainment – Wonders of the Universe – Nominated
- BIMA – Public Life – The V&A Website Redesign – Nominated
- BIMA – Education & Outreach – The Collins Dictionary – Nominated
- BIMA – Grand Prix – Wonders of the Universe – Shortlisted
- BIMA – Agency of the Year – the OTHER media – Nominated