



Bill Galloway

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Résumé: [Bill Galloway CV 2023](#)

Current position

Credera UK - Principal Experience Design

Bill is an award-winning digital creative specialising in user experience design. He has over 20 years of experience delivering industry-leading digital products for some of the world's leading brands.

He supplies expert guidance on all aspects of experience design user analysis, research, usability, visual design, service design, accessibility, and branding. Leading the adoption of best practice approaches for clients.

Bill is fundamental in the definition, and implementation of user experience policies, standards and techniques across multiple strategic projects and the management of project risk. With over 10 years of agile delivery methodology bill champions iterative design and feedback to ensure rapid high-quality product delivery.

Bill has led and defined user experience strategies for large complex organisations such as:-

- **Ford** - Defining and implementing UX and Ui strategies for all European digital initiatives.
- **The Victoria and Albert Museum** - Defining and leading a team across all XD tasks from research, user experience, design, usability, and testing.
- **The United Nations** - Defining and implementing strategies for the Big Data platform and responsible for producing the initial presentation to the UN.
- **Historic England** - Led all aspects of XD for the team of 25 to deliver a new brand and digital platform. Key on preparing and presenting work to key stakeholders and acceptance by the House of Lords.

Bill can work with autonomy and authority to action decisions across all areas of XD including technical, financial and quality control. He is a key influencer to diverse stakeholders and is responsible for key XD decision-making considering organisational objectives and financial performance.

Bill is a team builder and key influencer who will help to define best practice XD strategies, maintain quality and champion diversity.

Key strengths

- **Experience Design** - Two decades of experience building award-winning online products and services for some of the world's leading brands. Specialisms include Lean UX, Rapid development and Marketing automation.
- **Creative Direction** - Highly experienced in every aspect of traditional and digital brand and product development, Mobile app and website design - and a specialist in digital brand transformation.
- **User interface Design.** Leading innovative and award-winning UI design for mobile app and web interface design. Specialist in developing unique interface solutions and implementing digital guidelines and design systems.
- **Industry specialist** - Museums and culture, Sports data and data visualisation, High-end Fashion, Retail, Automotive, Finance, Charity, Government and Royalty.

Relevant experience

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 and SAAS platforms. Reimagining the customer and user experience to build the foundations for a fast-growing company.
- Flex is 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 growth.

Flox - 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.

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

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

Additional Experience

- **Art Director (The Grand Union)** - Closely involved in the development of Boots account to develop Boots online store.
- **Creative Director (e3media London)** - Fostered the entire setup of the London office for e3 media, securing prestigious clients, including Sony, and LivingTV.
- **Creative Director (Proxicom UK) and Dimension Data** - Design director to Creative director through demonstration of excellent performance and winning many new clients including Disney, Viacom and Manchester United.
- **Design Director (Wunderman)** - He directed all aspects of the new internet team for Ford Europe, Xerox, Visteon, Ericsson, and UEFA.

Certifications

- Foundation Art (Blackpool College of Art and Design)
- BA (Hons) (Kingston University)

Client projects

Historic England - Appointed as creative director to establish the cultural organisation, covering brand development, logo design, and brand guidelines. Exercised inspirational leadership to develop an internal team and develop a responsive launch site.

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

Victoria and Albert Web Site - Coordinated rigorous revamp of the entire website, including highly acclaimed 'Search the Collections'.

CityLit. - Creative Direction, Interface Design and User Experience, Information Architecture, and Process flows. Over four years, Bill worked collaboratively with the CityLit team to define and build the initial UX and UI for the site, gradually bringing more internal processes such as offline registration and online payment. The site has recently been rebranded and is constantly being improved through user testing and A+B testing.

University Arts London - As lead UX and UI designer developing the e-commerce solution to streamline the sale of courses delivered by UAL Short Courses and Language Centre, both of which are part of the University of the Arts London (UAL).

Historic England - Served as service design and creative director to establish the cultural organisation, covering brand development, logo design, and brand guidelines. Exercised inspirational leadership to develop an internal team and develop a responsive launch site.

British Library - Created a new architectural model, as well as an interactive design solution and semantic content for the seamless design of a revolutionary educational pilot project.

Victoria and Albert - Coordinated rigorous website revamp, including highly acclaimed 'Search the Collections.'

Natural History Museum - Wildlife Photographer of the Year is the preeminent annual international wildlife photography competition owned by the Natural History Museum.

The Royal Collection - Online shop and main collections website, lead UX and creative direction on this prestigious project.

Manchester United - Lead UX and creative lead for Manchester United site, collaboration with Nike on the launch of online store and redesign and launch of streaming video platform along with Sky.

Chelsea - UX and creative lead for Chelsea FC Website development for hospitality and included the award-winning 3d interface for stadium seating and room booking.

Arsenal - Design and UX for the Arsenal mobile app with OPTA integration for data visualisation and live web score.

Swansea FC - Creative direction & UX lead on the mobile app and site design, the First mobile ticketing implementation in the UK.

English and Welsh Cricket Board - Design of their first award-winning iPhone app and iPad app. These apps evolved through many iterations and have had millions of downloads on iOS and Android device. The iPhone apps give real-time scores, and coverage of all England cricket matches with detailed stats. The iPad app takes data visualisation further with a real-time 3D interface which allows users to rewind and play match coverage. Users can drill down into a wealth of data about the match, the season, and the players.

Specialist in e-commerce experience design and UI design having developed award-winning sites for brands such as: - Paul Smith, Arlo and Jacob, Alex Monroe, Moshulu, The Royal Collection, Ben Sherman, Boots.com, Disney.

Recent Professional awards

- 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 2012 – Education & Outreach – Wonders of the Universe – Winner
- BIMA 2012 Mobile – Wonders of the Universe – Commended
- BIMA 2012 Entertainment – Wonders of the Universe – Nominated
- BIMA 2012 Public Life – The V&A Website Redesign – Nominated
- BIMA 2012 Education & Outreach – The Collins Dictionary – Nominated
- BIMA 2012 Grand Prix – Wonders of the Universe – Shortlisted
- BIMA 2012 Agency of the Year – the OTHER media – Nominated
- BIMA 2012 Innovation – Wonders of the Universe – Nominated
- Museums and the Web 2011 – Research / V&A Collections – Winner