



Russell Kerr.

UX design manager, designer, researcher & strategist.

From Flash to Figma, I have over 20 years of experience creating digital experiences (first entering a web design contest age 12), and have been designing professionally since 2008.

I have developed a breadth of experience as a UX generalist and manager, from leading multi-national user research projects to creating design systems, scaling design teams and developing product strategy. Over my career I have helped solve problems through discovery, idea validation and product design for startups to global enterprises, with a particular focus on SaaS B2B software; cyber security, AI/ML applications, FinTech, medical and defence.

I have a track record of leading and growing high-performing teams, effective remote collaboration with international clients and colleagues, design project management, driving innovation through design thinking, uncovering new business insights through user research and driving UX maturity.

Recent Experience

March 2018 → Present

Head of UX Design

Whitespace

(Promoted from Lead UX Designer)

Head of UX Design responsible for strategy, process, resourcing and management of UX/Product design and research team. Lead discovery, design and research projects for clients and partners such as Shell, GSK, IBM and The UK Government, alongside a suite of internal products.

- Lead UX design strategy and delivery on projects, including planning and client pitches.
- Developed a gated innovation process driven by design-thinking and design/research experimentation, from discovery and opportunity definition to rapid design prototyping and testing. Actively lead delivery of this process to both clients and internally.
- Resourcing and people management: Grown and manage a multi-disciplinary team of 7 across UX, visual design and user research.
- Actively define strategy, experience direction, provide critique and contribute to projects as required.

October 2015 → March 2018

Senior UX Designer

Rapid7

(Promoted from UX Designer II)

UX Product Lead for the Application Security product range. Working closely with the product and engineering teams, I was responsible for the redesign of a recently acquired application security product into the Rapid7 platform, alongside the discovery and design of new features and functionality to meet research-identified user needs.

- Responsible for all UX deliverables: IA, user journey mapping, interaction design to UI.
- Collaborated with user researchers to identify, facilitate and analyse user research.
- Contributed to a newly developed company-wide design system including leading working groups focused on cross-product interactions.
- Actively contributed to company UX maturity and strategy, introducing new tooling and process to the design org.
- Actively hired and mentored junior designers.

June 2015 → September 2015

Senior UX Consultant

Made to Engage

Senior Designer for a prominent digital agency. Responsible for user research and deliverables across varying projects and working closely with UI design and front-end teams. Examples of projects include an energy management portal for the country's largest utility provider and a conversion rate optimisation project for an e-commerce travel provider resulting in an over 400% increase in conversion.

June 2014 → June 2015

Lead UX Designer

Northumbria University

Headhunted by Northumbria University, I joined as lead designer for an innovative greenfield project to deliver a new digital learning environment for over 60,000 students and staff. Responsible for all product design deliverables, including research, and management of one junior designer.

Previous Experience

2009 → Present

Freelance • *UX Design Consultant, Part-time*

2013 → 2014

Saberlight Digital Ltd • *Lead UX and Interaction Designer*

2012 → 2013

Royal Institute of British Architects • *UX Designer*

2012

Union Room • *UI Designer (Contract)*

2010

SM Designs • *Web Designer (E-Commerce, short term contract)*

2009

R&D Laboratories • *Web Designer (E-Commerce, part-time)*

2008 → 2009

Complete Gyms • *Web & Graphic Designer (E-Commerce)*

Education

2010 → 2012

Teesside University

DipHE, Creative Digital Media (Distinction)

2009 → 2010

Belfast Metropolitan College

Access to University Diploma: Computing, Multimedia & ICT (Distinction)

Other

UK Government NSV SC Clearance.

Portfolio available on request, but you can check out a small selection of my work at www.russellkerr.co.uk