Greg Hall
Designer

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I'm a highly creative, technical and versatile designer with extensive international experience in designing consumer-facing iOS, Android and browser-based apps. Skilled in translating problems and opportunities into concrete & interactive design solutions. Demonstrated ability to provide product ideation & strategy, interaction & visual design as well as usability research within a lean framework. Adept at designing tools to solve functional problems and offer the best possible solutions that empower people. Exceptional collaborative and interpersonal skills.

Skills

Visual user interface design

iOS, Android and web patterns

Interaction design

High & low fidelity prototyping

Product strategy

Behavioural data analysis

Conceptual problem solving

Usability testing

Awards and patents

European Product Design Award

3 Patents for camera recording method

Experience

Seatfrog, London — Product Designer
2019

Led the iterative design of the mobile app in alignment with growth targets and customer feedback.

Designed a new input method that increased the user success rate of adding their train trips by 70% which led to a revenue increase of 65% over a period of one quarter.

Contributed to roadmap opportunities by analysing user behaviour data, customer feedback and interviews.

Reduced team uncertainty by writing and running usability tests for new features.

Dyson, Malmesbury — UX Designer
2016 - 2018

Developed new product features into scalable solutions for the company's mobile app which connects legacy & future appliances

Discovered an intuitive user interaction technique that solved complex mapping & zoning user tasks required for a new Dyson robotic vacuum app.

Managed dozens of stakeholder expectations between hardware, software, commercial and R&D departments resulting in phased, cost-effective solutions.

Planned, wrote & facilitated qualitative usability testing sessions to validate design solutions.

Set the organisational standard by initiating and implementing industry-standard practices for designer-to-developer workflow.

Zipabout, Oxford — UI Freelancer

2016

Designed a mobile & desktop transport application interface, in consultation with company co-founders

Translated business needs & product vision into tangible user flows and concepts to serve iWatch, iPhone and desktop devices

Developed prototypes to communicate interaction concepts and produced high-fidelity graphic assets for development.

WMP Creative, Oxford — UI/IXD Freelancer

2015

Designed the iOS & Android mobile app as well as onboard screen for the newly released OCLU action camera within a product design studio.

Contributed to and awarded 3 patents for video recording methods while shooting called "Livecut".

Developed the OCLU brand's visual language to support design work.

Researched market and competitor trends to inform product features.

Delivered hi-fidelity visual designs, specs, flows & assets for iOS, Android & camera LCD.

Agilityworks, Oxford — UX/UI Designer

2014 - 2015

Led design for in-house and client-based projects with a multi-stakeholder team of 9 web, iOS, SAP developers and system architects.

Conceptualised and designed white label fin-tech mobile app for pharmaceutical giant GSK.

Re-structured and re-organised the company's visual identity to convey a consistent brand through online presence and digital products.

Ran UX workshops with National Grid through requirement gathering, persona mapping, and user journey development to facilitate the design and development of external projects.

Rounds (Acquired by Kik), Tel-Aviv — UI/Digital Designer

2010 - 2014

Grew from visual designer (2010) to creative lead (2012) in a 20+ person startup by managing UI design and creative process for both web & iOS/Android mobile video chat app.

Led the design process for iOS, Android & Facebook interfaces from concept to shipment, by integrating feedback from key stakeholders including CEO, product, marketing, and software development team.

Produced an interactive Facebook chatbot called Ashley Boo to attain potential users.

Created and organised website, social media ads, and promotional animated videos to gain new daily active users.

Education

Greenside Design Centre, Johannesburg — BA Multimedia

Majoring in visual communication, design theory, history of design, interaction design and print media.