

Phil Swan

Portfolio

philswan.co.uk

Contact

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Profile

I've built up 14 years of professional experience in the design industry and now work as a freelance consultant. I previously led the design team at Erskine Design, voted one of the UK's most respected digital agencies by readers of Net Magazine. My passions lie in designing accessible digital applications that address real user needs.

Clients I've worked with include the Department for Work & Pensions, BBC, Zurich, British Gas, Frieze, Edelman and Sky. I've led the design on large-scale digital projects with budgets of £1m+.

I work best when incorporating user research into the design process as part of an agile team. Although I don't consider myself to be a specialist developer, I was previously responsible for the front-end development of the ITV e-commerce site (2008). I believe that an in-depth understanding of technical constraints and an analytical approach is essential when tackling real design problems.

Skills

- User-centred design
- Interface design across multiple devices and platforms
- Establishing design patterns and style guides
- Information architecture
- Prototyping in code
- Accessibility best practices
- User research (including testing with users of assistive technologies)
- Workshop facilitation
- User journey mapping
- Design software (including Sketch, Illustrator, Photoshop, InVision, OmniGraffle)
- Front-end development (including HTML, CSS, SASS, Git)
- Agile team working
- Mentoring young designers

Experience

Freelance UX Consultant & Interaction Designer

July 2014 – Present · 4 yrs 2 mo

Remote and in-house work for numerous clients. Recent contracts include:

- Sky

April 2018 – present (contract due to end in January 2019)

Making it simpler for users to create, manage and sign into their Sky account.

- Centrica (British Gas)

September 2017 – April 2018 · 7 mo

Optimising online account management for British Gas business customers.

- Department for Work & Pensions

April 2016 – September 2017 · 18 mo

Designing the digital service 'Apply for a Budgeting Loan', launched on GOV.UK.

Erskine Design

March 2008 – July 2014 · 6 yrs 5 mo

Independent design agency.

- Design Director

July 2011 – July 2014 · 3 yrs

Responsible for quality of the design output. Notable projects include global website components for the BBC.

- Designer

March 2008 – July 2011 · 3 yrs 5 mo

Notable projects include a major redesign derby.gov.uk.

Web Designer, Gleam

May 2007 – Mar 2008 · 11 mo

Independent agency. Notable projects include revamping the ITV store.

Web Designer, Kukimedia

September 2005 – May 2007 · 1 yr 9 mo

Independent agency. Notable projects include accessible sites for local councils.

Education

Bournemouth University

2001 – 2005

BA (Hons), Product Design, 2:1

Included a year in industry, completing two digital design placements.