

Phil Swan (BA Hons)

Contact

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Profile

I've built up 13 years of professional experience in the design industry. I previously lead 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 and make life simpler.

Clients I've worked with include the Department for Work & Pensions, Zurich, Frieze, the BBC, Edelman and Endsleigh. I've led the design on large-scale digital projects with budgets of £250k+.

I work best when collaborating closely with user research, content and engineering teams as part of an agile process. 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 a deep understanding of technical constraints is an essential part of any digital project.

Skills

- User-centred design
- Interface design across multiple devices and platforms
- Establishing design patterns and style guides
- Information architecture
- Prototyping in code (including the GOV.UK prototype kit)
- Accessibility best practices
- Usability testing, including testing with users of assistive technologies
- User journey mapping
- Design software (including Illustrator, Photoshop, Sketch, InVision, OmniGraffle)
- Front-end development (HTML, CSS, SASS, Git)
- Agile team working

Employment

July 2014 – Present

Contract User Experience & Interaction Designer

Remote and on-site contracts for clients such as the Department for Work & Pensions

July 2011 – July 2014

Design Director, Erskine Design

Independent digital agency

March 2008 – July 2011

Designer, Erskine Design

Independent digital agency

May 2007 – March 2008

Web Designer, Gleam

Self-employed

September 2005 – May 2007

Web Designer, Kukimedia

Independent design agency

Student placements

February 2004 – July 2004

Interaction Designer, Claricom

Software company producing coding management software for the food industry

October 2003 – January 2004

Graphic Designer, The UI Factory

Technology startup who developed mobile phone interface software

Education

2001 - 2005

Bournemouth University, Product Design

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