

Luke Hornsby

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UX / UI Designer

With over 15 years of agency experience, working on global campaigns for leading blue chips. Delivering out-of-the-box concepts, dynamic visuals, and innovative strategies for online and print projects. I am passionate about UX design and have implemented UX research strategies in my previous position.

Skills:

Creative Team Management
Interactive Design
UX Research
UX Design
Prototyping
Wireframing
Visual Communication

Software:

Adobe Creative Suite (Photoshop, Illustrator, InDesign)
Figma
Adobe XD
Sketch
InVision
Microsoft Office Suite

Professional Experience

Contracting / UX - UI Designer from October 2021 to Present

Since October I have been contracting for:

- Currently working on updating the track and trace functionality for their desktop SAS application, we are conducting the first round of user research and gathering feedback from the internal stakeholders. I also worked on a mobile app for MaxOpra to help delivery drivers load, track, and manage their orders from the warehouse to the customer. I also conducted need-finding to understand the workflow, allowing us to design new features to streamline their delivery process. Using the research to create prototypes for each component, ready for re-testing.
- Mind+Matter, which is part of the Ashfield healthcare Group. My duties were to work closely with the development team to ensure that designs were user-centric and technically feasible. Work closely with end clients through the project's lifecycle, building good client relationships and ensuring their needs are met. To undertake all aspects of user/stakeholder research creating use cases, Sitemap, Flow diagrams, Wireframing, Prototyping, Functional specifications and facilitating client workshops to understand their needs and goals.
- Best at Digital agency based in Brighton. I was a Senior UI designer, and my duties were to work closely with the developers and create user-centric high-fidelity prototypes. Working with clients' brand teams, making sure brand principles were followed.
- Working with a Start-up, my role was to conduct research and develop prototypes for creating and editing questionnaires for the site's client area. I achieved this by benchmarking existing software, identifying and implementing best practices, and gathering user behaviour insights through user testing similar software. I created flow diagrams for potential use cases. I then developed wireframes and medium-fidelity prototypes.
- Accipio asked me to redesign their LMS software and perform heuristic evaluations of current LMS to improve user experiences and usability. I achieved this by conducting user testing and leveraging design thinking to redesign and enhance the UX/UI of the overall experiences.
- In between roles, I'm volunteering for a charity organization as a Product, UX UI designer, designing a mobile app that enables them to share books in cities worldwide. You can add a book and arrange your drop-off point in your town. These drop areas could be cafes, shops, or other small businesses, which would attract customers.

LEO Learning / Contract Art Director Project Lead from March 2021 to October 2021

I was contacted by LEO to lead the art direction team on a large project for the World Health Organisation. The project had eight different sub projects, with each project having its own branding. My role was to work with the client to help them develop their branding and implement this in the art direction for the project, I would then roll this out to the team, then review and deliver to the client.

City & Guilds Kineo / Art Director Motion Designer From 2010 to 2020

Art directing within e-Learning. I also design and deliver other types of learning as part of blended solutions. Our clients include Wella, Nespresso, Credit Suisse and many more.

- I have led the art directions and animation on large projects. The most recently being a course for [Cytivia](#). Taking the art direction from the Creative Director. The project was to deliver fourteen courses over a period of six months. My role was to art direct storyboards and other assets for the course and manage the team of graphic designers so that we could deliver each course on time.
- Acting as a Thought Leader, organized and ran an internal UX Design user group. Reviewed courses, other platforms and performed user tests on them. Approached colleagues in other departments and held coffee mornings with other companies, four times a year or with every large update. This gave us valuable insights on how our components worked on mobile and desktop and was a key tool that allowed us to move forward with a cleaner more engaging system.
- Instrumental in creating UI elements for Kineo's range of templates for Web, Mobile and Storyline. Templates were high end wireframes enabling content creators would add content using Adobe XD, which the Art Directors would then design around. The templates reduced some of the repetitive tasks of the art direction process giving more time to creativity.
- Supported Projects Managers in resourcing and managing strategic activities and planning delivery of projects timelines. Estimating duration of animation and art directions.
- Line managed other graphic artists within the team, accountable for the quality of their work and any training requirements they needed.

Freelancing / Graphic Designer From 2008 to 2010

Various freelance design jobs with the media sector. The last of these being:

- A campaign for Cannon printers, whilst working for [Brightwave](#). The Campaign consisted of sell sheets and advertorials. As well as bespoke learning to teach their sale staff of the new features of Canons latest printers. This client reported that, the sales team had greater confidence in their sale and technical ability.
- A Christmas campaign for the British Red Cross, whilst working for Worth Digital, art directed and developed a Christmas e-card, that used flash and As3 to create a 3d globe with clickable spots to show the projects that the British Red Cross had been working on in the past year. The card also had a link to donate, money which raised over £100,000.00.

EBC / Future Media plc / Senior Graphic Designer From 2005 to 2008

In continuation of role at EBC Systems following a company takeover. Designed projects for brand communications in print and web-based media. Clients included Virgin, Network Rail, Bupa, British Airways, Crown Prosecution Service and many more. Created for Unilever, where I created the branding which was then taken and used in the internal marketing campaign.

Education

Diploma UX Design
UX design institute
Glasgow University

BA (Hons) Interactive Design
Lincolnshire & Humberside
University / Hull

HND Film and Television Design
Northeast Wales Institute
Of Art & Design / Wrexham