



LEWIS YOUNG

Digital Product Designer

Co-founder, Head of Customer Experience

SPOTTER - Fitflow

July 2016 - Present

Fitflow's first site to market is Spotter.online, a free online platform for fitness professionals to earn rewards from the supplement recommendations they make to their clients.

Fitflow's team of four co-founders are experts in online, having spent the last eight years working together successfully building best-in-class affiliate sites in sectors including broadband, mobile phones, property and travel.

Creative lead at all stages of the product development cycle: Strategy > Requirements > Structure > Informational/UX Design > Visual Design > Execution > Analysis > Iteration.

Digital Product Designer

Freelance contracts

June 2014 - Present

I have worked in idea-stage, seed-funded and venture-funded startups as well as creatively leading multi-million pound companies through successful brand and UX redevelopment. Such as: Facebook, KPMG, Unity Technologies, City Pantry, uSwitch, C/M/S Law, InReach Ventures & more.

Utilizing expertise in UI design, UX design, interaction design, art direction and creative team management. Production-level web and graphic designer and possess working technical knowledge in HTML5, CSS3, Javascript (jQuery), Audio and Video editing software.

Head of Design at uSwitch.com

June 2011 - May 2014

Transformed uSwitch. Built and lead a highly effective creative and production team in a corporate environment. Lead the design and delivery of highly engaging digital properties, multi-channel marketing campaigns and brand re-development. Worked closely with stakeholders, marketing teams, analysts, designers and copywriters to deliver on overall strategy. Deliver highly effective creative briefs, presentations and pitches. My remit was to implement best UX and Visual design practice and methodology and to lead the day-to-day Visual Design cycle. I defined and lead the digital style-guide for the multi-channel re-platform, re-brand and re-launch.

Senior Creative at Top10.com

May 2007 - June 2011

Senior Creative at Top10.com. Concept and development of web site design, offline branding, advertising projects, Illustration and front end web development.

FE-Developer at Which? Magazine

March 2006 - March 2007

Liase with online team (CMS, Marketing, and IT) to resolve both practical and theoretical difficulties within the site, manage 3rd party development to ensure projects pass strict Which? technical and brand guidelines, and to provide creative input/feedback on both outsourced design work and ongoing internal projects.

Graphic/Web Designer at Artavia Advertising

June 2005 - March 2006

Graphical Design of Major advertising strategies for major UK and European clients. Development of full promotional Web Sites for major UK and European clients, from conception to completion - both independently and within the team. Concept generation specialist.

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London, England

Bournemouth University Media School

Bournemouth, Dorset

2002 - 2005

BA (Hons), Interactive Media Production

John Hampden Grammar School

High Wycombe, Bucks

(a long time ago in a galaxy far far away)

4 A-levels, 10 GCSEs

Sketch, Adobe CS, HTML/CSS/JS,

10+ years experience in: UX, UI, Prototyping, Graphic Design, Illustration, User Research and drawing things with my hands.