

Tony Craig
Product Designer

colourandcodedesign.com
colourandcode@gmail.com
+44 759 739 9067

Experience

Head of Design & Growth Pollpass

Apr 2017 - Present

Employed as Head of Design and Growth at Pollpass. Responsible for all UX, UI and User Growth. Part of this role was hiring and managing a team of 12 multidisciplinary employees, over half were based remotely. Took this project from inception to acquiring over 250k users and collecting over 60M+ answers. This role required extensive product testing as the answers we were collecting in our platform were being used for product and marketing insights by our clients, including Disney, Netflix, Facebook and Publicis.

Lead Product Designer Zoopla

May 2016 - Apr 2017

Employed as a Lead Product Designer for Zoopla's commercial channel. Led two major projects in the 12 months I was there. One, a digital rebrand of their commercial channel, creating digital brand assets, a digital pattern guide and implementing an atomic Design system.

The second, a larger project, was an intensive discovery phase for the business helping them define their roadmap and explore the future of their B2B platform, ZooplaPro. This was as much service design as it was product design. This entailed designing and delivering of workshops for the executive team, in-depth qualitative interviews with internal department heads and external clients.

Senior Creative Lead Monitise Create

Sept 2015 - Apr 2016

Employed as a Senior Creative Lead on a personal banking application to be built for iOS, Android & web. The role required strong UX ideas and precise design execution. The client, ForteBank, are based in Kazakhstan which meant the application had to be built in three languages and with special consideration for cultural differences to subjects such as colour theory, symbology and iconography. Gained extensive experience working with remote development teams in Turkey and Kazakhstan.

Contract was repeatedly extended and I led a project reconstituting Hargreaves Landsdown's Trading and Investment app. This project was primarily UX and required intense research, the ability to consume information quickly and to reassemble it in a simple, user-centric manner.

Education

Queen's University Belfast

2005 - 2008

BA (Hons) Political Science & Government

Programs

Sketch, Zeplin, Adobe Creative Suite, Axure, Invision, Slack & Jira.
Experience working with complex back-end systems.