

**Lead UX/UI Designer with over  
9 years experience working across  
a range of online products including  
large scale website builds, online  
Annual Reports and progressive  
web apps for FTSE100/250 clients**

# Information

**Availability:**

Tuesday 13th November 2018

**Portfolio:**

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**Louis Cronin**

Lead UX/UI Designer

## Experience

**Lead UX/UI Designer (Contract) - Unmortgage**

July 2018 - November 2018

Unmortgage is a brand new approach to home ownership. As a part of the Customer Experience team, I helped to build a strong understanding of our customers through research. I then leveraged the research to define intuitive user flows, and created a scalable set of UI components, helping to achieve great outcomes for both the company and our customers.

**Design Systems Lead (Contract) - IG**

February 2018 - July 2018

IG offer a multitude of products ranging from native apps to web-based trading platforms. I was brought in to identify fragmentation across their product range and create a design system to act as a central location for a live inventory of UI components, style guides, assets, code snippets, developer guidelines and more.

**Lead Digital Designer – SampsonMay**

February 2015 - February 2018

I was responsible for shaping digital experiences. Using my previous knowledge of digital corporate communications, I was able to produce thoughtful, insightful products that facilitated conversations for a range of FTSE250 clients. I was heavily involved in defining the user experiences of these products, from corporate websites and online Annual Reports to interactive exhibition work.

## Experience (continued)

### Senior Interactive Designer – Addison Group

August 2013 - February 2015

### Interactive Designer – The Group

July 2011 - August 2013

### Junior Interactive Designer – The Group

August 2009 - July 2011

## Recent workshops

### Design Systems with Brad Frost – InVision

17 April 2018

While building IG's design system, I attended a workshop led by Brad Frost. It gave me the skills to comprehensively audit the existing design of a business, pitch major changes to stakeholders, develop a robust and scalable design system and ensure a smooth and seamless transition.

## Education

### BA Hons (2:1) Graphic Communication – University of Essex

2006 - 2009

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We hired Louis to run our design system project. This was a challenging piece of work, being that it was a completely new concept and way of working for IG. It also needed to work globally for all design and development teams across several different products and locations.

He got stuck in to help us define the brief, help align the key teams and delved into the technical detail of delivering a system like this.

Louis has a great manner, very personable and yet really professional. He's great at presenting work to people of areas of the business in a way that is easily understood.

He is an advocate for best practice and good quality, while still being pragmatic and delivery focused. Louis works to his own high standards and it absolutely showed in the work he delivered.

Louis did an amazing job and I would not hesitate in recommending him for any digital project.

**Paula Smith**

Head of Product Design – IG

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I worked with Louis for over three years, during which he proved himself to be an excellent digital designer. He quickly established himself as a valuable member of the team and became the 'go to' designer for digital projects. He lives and breaths all things digital and embraces the role of technology not just in design, but also its impact and ability to drive change. He has worked across a broad range of digital platforms, from websites, video/animations, to interactive and environmental projects.

Louis is not just about pretty pictures, he understands the role of good content and can apply strategic thinking to his work. He has a good eye for detail and is always seeking to deliver the best possible design outcome.

I fully endorse Louis for his work ethic, approach and methodology. I would welcome the chance to work with Louis again in the future.

**Peter Furlong**

Creative Director – SampsonMay