**IAN FIELD-RICHARDS**

M 07590 538125 @ [ian@ianfr.com](mailto:ian@ianfr.com) W [www.ianfr.com](http://www.ianfr.com) W [linked.in/13zMyWO](http://linkd.in/13zMyWO)

# Summary

**User Interface, User Experience, Front End Developer and Manager** with extensive experience in leading high-end design teams, delivering **engaging UX** and **effective UI**.

Current demonstrable success as the User Interface Director for DeviantArt.com, a leading online art community with nearly 300 million pieces of art from over 30 million registered users, providing strategic direction, team management and hands on UX, UI & Interaction design, development and implementation.

# Key Skills & Technologies

## User Interface

* HTML5
* CSS3, SCSS (SASS, LESS)
* JS libraries including jQuery (jQueryUI, jQueryTouch) & Angular.js
* Front end web development, including responsive web design (RWD)
* Mobile design (iOS & Android)
* Strong visual design skills, including layout, typography & illustration (Adobe Creative Suite)
* Redlines, styles guides & bootstraps (Adobe Photoshop, HTML/CSS/ jQuery)
* Design for disability/accessibility compliance

## User Experience

* Interaction design & information architecture
  + Wireframes & storyboarding (Balsamiq, Axure, Adobe Illustrator)
  + Low & high fidelity mockups & visualisations (Adobe Photoshop)
  + Functional demonstrators (UX prototyping, HTML/CSS/ jQuery)
  + Rapid prototyping (Web, Responsive Web, Mobile)
  + User journeys, user personas, use cases & user testing

## Personal

* Team leadership
* Recruitment, resourcing and line management
* Remote team management
* Project planning
* Process improvement and implementation
* Brand awareness, art direction and implementation
* Design consultancy
* Working within Agile environments (Scrum)

# Achievements

* Successfully delivered DeviantArt’s new mobile app, both for iOS and Android, including UX development, prototyping, UI design and rebranding.
* Successfully integrated DeviantArt into Autodesk’s [Sketchbook](http:www.sketchbook.com) App.
* Led User Interface Department in successful rebranding of DeviantArt.com, generating significantly more brand awareness and traffic.
* Managed creation and Art Direction of a new crowd sourcing website (<http://dreamup.com>), from concept to delivery.
* Designed and delivered a HTML5 digital painting app (<http://muro.deviantart.com/)>
* Designed and delivered a cloud content creation suite (<http://sta.sh>)
* Recruited and developed a department of designers from scratch.
* Defined processes to manage the throughput and delivery of design deliverables.
* Ensure quality standards are met within company guidelines.
* Iteratively delivered a Content Management System to store all departmental documentation, demos and sandboxes for DeviantArt.com.
* Created style guides and development guidelines underpinning DeviantArt.com’s suite of applications enabling a consistent user experience.

# Experience

## User Interface Director, DeviantArt.com Remote - September 2007 to Present

After several years as a volunteer in my spare time for DeviantArt.com, I was approached to work as a Senior UI contractor in September 2007. I accepted a full time position within the company in March 2008.

Since the beginning of 2009 I have been the User Interface Director. This role involved expanding and managing an existing team of highly skilled remote designers providing all UI/UX for DeviantArt.com and its extended family of products.

Responsibilities include managing UI/UX team resources, leading the execution of projects and goals within the company under the VP of Design.

Day to day tasks include researching, planning, setting and reviewing goals with Departmental Heads. The role is also hands on and includes producing wireframes, UX flows, conceptual interface designs, rapid prototyping and operational specifications for implementation by DeviantArt’s engineering development teams.

## Interface Design Team Leader, QinetiQ (DERA) Malvern - December 2000 to February 2008

I joined DERA in 2000 as a Web and Multimedia Designer within the Software Engineering Center, working on several high profile projects including projects involving 3G networks, Health Care and NHS Trust, and various mid and large scale Defense contracts.

When DERA became QinetiQ in July 2001 I was appointed as the Interface Design Team Leader for an innovation group developing next generation information systems, military training systems and mobile technology applications.

I also provided interface designs for a customer information system in the transport sector, including user information screens and system management interfaces. I delivered a highly innovative mobile phone interface for a prototype social networking application and interface designs for the corporate staff intranet.

I was appointed Senior Designer for the Public Record Office’s 1901 Census website. This included the provision of support material to the client, both printed and multimedia, and working closely with the development team to re-brand the site.

Other activities at this time included advising the client on the new eGIF framework for the Cabinet Office and the website for the National Infrastructure Security Coordination Centre (NISCC).

## Studio Supervisor, Newsquest Southampton - February 1999 to December 2000

As Studio Supervisor and Senior Graphic Designer, I was responsible for the throughput of work and supervision of six designers within the Southampton Daily Echo's Creative Studio. My duties included design and realisation of short deadline newspaper advertorials and advertising; management of several magazine titles, special publications, supplements and periodicals; visuals and concepting; selling aids; feature designs and editorial illustrations.

## Graphic Designer, Ford Graphics Ringwood - September 1996 to February 1999

I was responsible for all aspects of design from original concept to final print on a wide variety of mediums including: full colour magazine (national), brochures, newspapers and supplements, advertising and book publication.

## Typesetter, Abbey Life Bournemouth - April 1995 to July 1996

Responsible for the design and layout of a range of Abbey Life printed literature.

# Awards

* "Her Valentine" Published in 'Exotique' and 'Exposé 3 - Finest digital art in the known universe', both by Ballistic Publishing, 2005
* WINNER "Best Full Page Colour Advertorial" for Greenking Brewery, October 1999, Newscom National Newspaper Awards
* WINNER "Most Innovative Special Publication" for The Dorset Visitors Guide. October 1999, Newscom National Newspaper Awards
* 2nd Place: Southern Newspapers "Pub and Club Guide 1997" October 1997, National Best Special Publication

# Education

**National Diploma:** Audio Visual Design (Merit) *Bournemouth & Poole College of Art & Design*

**A-Levels:** Biology *Chase High School, Malvern*

**GCSEs:** Maths, English Literature, English Language, Physics, Biology *Chase High School, Malvern*

# Portfolio

Examples of my work can be found at: <http://ianfr.com/>

# Contact

**Email:** [ian@ianfr.com](mailto:ian@ianfr.com)

**Phone:** 07590 538 125