



# John Redhead

## Digital Product Designer

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As an award-winning full-stack developer, graphic designer and digital product designer I bring a blend of skills to the table. My passion lies in crafting exceptional user experiences and delivering compelling, innovative, creative solutions that resonate with customers.

Why do I do what I do? Simple— I love sparking enthusiasm and fostering engagement among users, refining and optimising the user experience to drive tangible results for clients. I'm eager to contribute these skills to a team that values innovation and creativity.

My diverse experience spans Technology Research, Publishing, Education Software, Packaging, RFID solutions, E-commerce and Quality Assurance. I've designed captivating point-of-sale and point-of-purchase materials for a wide range of brands, enhancing the in-store customer experience.

### EXPERIENCE

#### **JohnRedhead.com**

*Freelance Product Designer & Developer*

March 2017 to Present

Created user flows, wireframes and high-fidelity prototypes using Figma and ProtoPie, for MVP apps for an RFID hygiene app, a customer engagement platform, ESG reporting for a travel company and a system for the repair and resale of clothing.

Created pitch, investor and sales decks for several start-ups for funding, as well as marketing materials and exhibition graphics.

Designed booklets & brochures for a school training company, as well as maintaining their website.

Developed user interfaces for a system to identify and track how the youngest children are progressing and evidence their journey through their Early Years Foundation Stage (EYFS).

Created designs for an online self-evaluation tool that supports schools in shaping their School Improvement Plans in preparation for OFSTED inspections.

#### **Digital Quill Ltd**

*Graphic/UI Designer & Front-End Developer*

April 2019 to January 2021 (Redundancy)

Built several complex wireframes and advanced interactive designs using ProtoPie for gas cylinder tracking using RFID; for new cylinders coming into a gas plant, to their repair and distribution. In many countries, bottled gas is their only option for gas, so the development included designing user interfaces for users to order a new full cylinder or report them stolen.

Developed and implemented designs for a food menu app, including customer ordering front-end, kitchen and front-of-house EPOS. Collaborated with the product manager to prioritise and implement improvements from user feedback.

Collaborated with cross-functional teams to define, design and implement a table booking app.

Designed user interfaces for Mental Health, Smoke Alarm Testing and Customer Relationship Management apps.

### SKILLS

#### **TOOLS**

- Adobe CS
- Figma
- Axure RP
- ProtoPie (Advanced, Interactive prototypes)
- Lightwave (3D Modelling)

#### **DESIGN**

- Graphic Design & Illustration
- User Interface Design
- Concept Sketches
- Interaction Design
- Micro Interactions
- Motion Design
- Design Research
- User Flows
- Workflow Diagrams
- Rapid Prototyping
- Style Guides & Design Systems
- Icon Design
- A/B Split Testing

#### **RESEARCH**

- Data Analysis
- Personas
- Competitor Analysis
- Journey Maps
- Storyboards

#### **LANGUAGES**

- HTML/CSS/JavaScript
- C#

#### **SOFT SKILLS**

- Problem Solving & Critical Thinking
- Adaptability & Flexibility
- Empathy & User-Centric Mindset
- Attention to Detail
- Communication & Presentation Skills



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### The Publishing Foundry Ltd (*Educater*)

*Creative Director*

February 2014 to March 2017

Designed and launched a school pupil assessment and progress tracking tool for Sheffield Council, which served around 140 schools.

Developed user interfaces to create interactive versions of Local Authorities Education Healthcare Plans, helping to reduce the administrative burden of managing the SEND process. Various sections of the plan were sent to parents and other healthcare practitioners, which would then be collated once completed and returned.

Designed a school pupil reporting system, that allowed teachers to complete reports for parents about the child, which were then verified by senior management before being sent on to parents.

Developed user interface for a 'Pupil Passport', which allowed SEN children to complete a 'one-page' passport about their goals and aspirations, what they like and don't like, what their individual needs are and what the best way is to support them.

Designed and implemented a 'Parent Passport' app that parents could use to keep in touch with their child's school, along with viewing their child's progress.

Created all the marketing materials and exhibition stands used in the business.

Collaborated with trainers to design and maintain training templates and materials.

Created and implemented a style guide to increase design consistency across the business.

### PixelFusion Ltd

*Director/UI Designer & Front-End Developer*

November 2013 to March 2017

Designed the user interfaces and front-end development of a ticketing system for a rugby club.

Developed an interactive templating system for a company selling print-on-demand marketing mailouts for optometrists.

### Ballistic Blue Ltd

*Software Programmer & Graphic Designer*

July 2013 to November 2013 (*Redundancy*)

Created an e-commerce store on an open-source .net solution and developed a front-end editor to personalise invitations for print.

Developed pages for split A/B testing for conversion rate optimisation.

👁 To view more of my work experience please visit:  
<https://www.linkedin.com/in/johnredhead>

### 🏆 AWARDS

**Web Marketing Association WebAward**  
Outstanding Website for the Computer Business Website.

**Point-of-Purchase Advertising International (POPAI) Awards**  
Silver Award for design of video display unit for Disney's Hercules.

### 🎓 EDUCATION

#### University of Humberside

September 1990 - July 1992

Higher National Diploma (Museum and Exhibition Design) with Merit.

#### Humberside Polytechnic

September 1988 - July 1990

National Diploma (Museum and Exhibition Design) with Merit.

### ✍ OTHER

Contributing to the ProtoPie community as a ProtoPie Ambassador, helping and showing other users how to accomplish advanced prototyping tasks.

Creating videos for Ask ProtoPie for their YouTube channel.

Previously been a Tier 1 Beta Tester for Corel on their CorelDraw Suite.

### 📁 PORTFOLIO

You can explore my portfolio at [johnredhead.com](http://johnredhead.com), where you'll find a collection of my work. Additionally, you can experience an interactive prototype created with ProtoPie.

Alternatively, scan the QR code.

