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Quick Career Summary

Award-winning, innovation & delivery focused UX/Service/Interaction/Product Designer with over 12 years of full User Centred Design end-to-end experience.

Offering a broad spectrum of knowledge in Research, Design, Strategy and Digital Transformation with strong project and people management skills.

Extensive experience of working both agency and client side.

Sector experience: Financial and Insurance services, Telecommunication, Banking, FinTech, Property investment, Governmental services, Retail, Travel industry, Sporting events, Automotive sector.

Work Experience

Dates	Organisation	Position and Main Responsibilities
Jan.2022 – Aug. 2022	LSEG - London Stock Exchange Group (London, UK)	Senior UX Designer (contract) <ul style="list-style-type: none">- Designed data-rich interfaces for complex financial systems.
Nov. 2020 – Dec. 2021	Standard Chartered Bank (London, UK)	Senior UX/Service Designer (FT 12-month contract) <ul style="list-style-type: none">- Evaluated tools, apps and interfaces;- Identified UI/UX design solutions in response to latent or anticipated socio-cultural differences;- Conducted focus-group session to identify problems;- Created user-journeys and product strategies;- Managed stakeholders to achieve best results;- Delivered intuitive user experiences.
Aug. 2020 – Nov. 2020	BT Business/Enterprise (London, UK)	Lead UX/Product Designer (contract) <ul style="list-style-type: none">- Crafted user experiences for corporate customers with a focus on User-Centred design.- Designed complex Dashboards as well as Products & Services pages.
July 2020 – Aug. 2020	RIMES Technologies (London, UK) FinTech company	Lead UX (contract) <ul style="list-style-type: none">- Designed innovative FinTech Data Management tools for hedge funds, investment managers and global banks.
Oct. 2017 – Mar. 2020	BT Consumer Group (London, UK)	Senior UX Designer (contract) <ul style="list-style-type: none">- Designed BT's very first Native app (for Android and iOS) from concept through to delivery. The app then received the "Best UK app in Digital Experience" National Award-2019;- Mentored and coached junior team-members;- Led the creative direction of multiple projects for redesigning BT consumers' website (desktop/mobile) and internal s/w tools– full end-to-end design lifecycle;- Agile project management with Scrum methodology.

Mar. 2016 – Aug. 2017	Barclays Bank (London, UK)	Senior UX Designer (contract)	<ul style="list-style-type: none"> - Crafted new user-centred experiences for various complex digital products & services for investment, personal and business banking; - Key achievement: created from scratch and delivered end-to-end design of the huge and complex “Smart Investor” online investment platform; - Coached and mentored junior team-members; - Championed best practices for products and services across the Bank’s digital platforms; - Organised and led stakeholder workshops; - Conducted User Research and Usability Testing sessions.
Oct. 2015 – Feb. 2016	Deutsche Bank AG / HCL Co-Innovation Lab (Frankfurt, Germany / London, UK)	Lead UX (contract)	<ul style="list-style-type: none"> - Managed and led a team of 3 specialists responsible for innovative user-centered design of various financial tools for investment banking; - Delivered data visualization and responsive interaction design of data-rich interfaces for an online Trading platform across multiple devices; - Facilitated workshops with Senior-level stakeholders.
Mar. 2014 – Oct. 2015	Bravo Experience consultancy (London, UK) Clients included: Cardano Investment, Jaguar Land Rover, Dixons Carphone Warehouse, etc.	Senior UX Consultant (contract)	<ul style="list-style-type: none"> - Responsive redesign (mobile/tablet/desktop) of the client's websites; - Information architecture and Data visualization; - Usability audit, User research and Personas creation.
Dec. 2012 – Jan. 2014	France Telecom / Orange Global (Paris, France / London, UK)	Lead UX Strategist / Manager (contract)	<ul style="list-style-type: none"> - Managed a remote team of 4 international specialists; - Led creation of the company’s first Design System; - Designed UI/UX components and pattern library for Mobile browsing; - Guided mobile browsing evolution and consistency across all Orange's online portals worldwide.
Nov. 2012 – Dec. 2012	SAV Credit (via VCCP Me) (London, UK) Financial services company.	Senior Usability Expert (contract)	<ul style="list-style-type: none"> - Conducted expert usability audit and made recommendations for their website improvements.
Sep. 2012 – Oct. 2012	Sapient Nitro digital design agency (London, UK) Project for Vodafone UK.	Senior UX Architect (contract)	<ul style="list-style-type: none"> - Implemented responsive design (for Mobile, Tablet and Web) of a new logged-in area for Vodafone customers.
Feb. 2012 – Aug. 2012	Thomas Cook Group (London, UK) The second largest leisure travel group in the UK.	Senior Interaction Designer / Deputy Manager <i>Online Department, UX & Design Team</i>	<ul style="list-style-type: none"> - Line-managed a team of 3 team-members; - Directed creation of company’s first Design System; - Designed a library of universal UX/UI components and patterns that can translate from a UK market to pan-EU, across multiple TC brands; - Produced annotated wireframes and interactive high-fidelity prototypes.

Dec. 2008 – **EE** (joint venture of **T-Mobile UK**
 Feb. 2012 **and Orange UK**)
 (London / Hatfield, UK)

Usability Specialist / UX Designer (permanent)

Online Sales Department, User Experience Team

- Led T-Mobile website to become officially recognised as the **“Best website in UX”** across all main UK Telecom companies in 2009;
- Promoted Digital Transformation;
- Evangelised usability values across the business;
- Integrated a user-centered design approach into the T-Mobile’s website design life cycle;
- Designed Native mobile apps for iOS and Android;
- Mentored and trained 3 junior team-members.

Feb. 2008 - **TwentySix London design agency**
 Dec. 2008 **Clients** included: HM Royal Navy, Waitrose, and a range of financial and insurance companies.

Information Architect / UX Designer (permanent)

- Created personas, user journeys, sitemaps, specifications, and clickable wireframes for a wide range of websites, intranet portals and CMS.
- Applied GDS design principles.

Education

University	Degree
Technology University of Eindhoven (Netherlands)	Master of Technological Design (MTD) in User-System Interaction (UX Design degree)

Software Skills

Category	Skills
Wireframing/Prototyping Tools:	Axure, Figma, Sketch, InVision, Adobe XD, Miro, HTML/CSS
Graphics:	Adobe Creative Suite
Project Management Tools:	Trello, BaseCamp, Atlassian JIRA & Confluence
Web & Mobile Analytics Tools:	WebTrends, Google Analytics, TeaLeaf, Adobe Analytics

Other Skills & Attributes

- Ability to multitask independently as well as to work in a multidisciplinary team environment;
- Analytical mind with excellent problem-solving ability;
- Dedication to creative approaches in UX design;
- Passion for sharing knowledge and growing others;
- Excellent oral and written communication and presentation skills;
- Drive and willingness to learn;
- Full UK driving license.