

Hi there, I'm Eriol Fox.

A lead designer with 10+ years of corporate and NGO experience. Looking to solve complex problems with design, help organisations stay human/user-centred, build cross-functional empathy within teams and embed design research practice rationale in products and services.

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About me

Leading design teams since 2016. Active community mentor. Worked in Lean, agile and remote environments where collaboration is key to product success. Perceptive, organised and detailed. Great at sketching, wireframing and rapid prototyping. Experienced in taking a product through a full-lifecycle of ideation to live. Skilled at managing multiple stakeholders, clients and communicating design needs and scoping products. A published writer, conference speaker and a diversity and inclusion advocate. Background in Visual Design, Psychology, HCI and community development.

Proficiency

Adobe CC, Sketch, User Testing, Wireframing & Prototyping, User Research, UX, UI, Digital design, Co-creation HCD workshop leading, Accessibility, Graphics, Brand and Illustration.

I'm also good at: Axure, Statistical analysis in R Studio, HTML, CSS, SASS, Video editing, Photography, Animation, Display/ATL Advertising Design, Games Design/UX/UI, Gamification, Email Design/Code, Branding, Agile, Project Management, Social Media Design, Marketing Design, Wordpress CMS.

Employment history

Ushahidi - Lead Designer - Jan 2018 - Jan 2020

A remote-first, International NGO that makes open source, humanitarian tech products solving some of the worlds most complex problems. Based out of Nairobi Kenya working on large tech focussed, grant funded projects in human rights, crisis response, election monitoring, peace building and de-radicalisation.

Key successes: Lead 'Open Design' an international design community building project in partnership with Adobe and Designit around open source software. Integrated Humanitarian Data Exchange (HDX) in our core tool and lead international design thinking workshops on tech and peace building.

Screen Time Labs - Visual/UX Designer - Aug 16 - Aug 17

A start-up turned International company that makes the leading parental Screen Time monitoring app for iOS, Android & web.

Key Key successes: On-boarding re-design that increased adoption and paid user conversion by 12%. Introduced research into users that led to including diverse images of POC families in marketing material which increased ad clicks.

Unite Students - Lead Designer - Mar 15 - Aug 16

Management level Designer at a UK wide Student housing company with a strong international focus.

Key successes: Lead the Mandarin/China focussed website that lead to more international student applications. Lead a global website visual and UX re-design.

Lexis Nexis - UI/UX Designer - Sept 14 - Mar 15

The UK based UI & UX designer with an international remote team for products with a financial & legal client base.

Confused.com - Mid-Weight Designer - May 11 - Sept 14

A well-known insurance comparison service. Intern to mid-weight designer.

Design Internships - Feb 10 - April 11

Design support for various companies on 3 month internship basis.

Education

MA Visual Communication - Sept 11 - Nov 17 - University of South Wales (USW)

Won Welsh Harm Reduction award for Final Major.

Final Major: Investigation into how new technologies can improve end of life care (palliative care) through AR, VR, mobile and IoT tech.

BA (Hons) Art & Design(2:1) - 2004 - 2007 - Cardiff Metropolitan

Certificates in: HCI, Information Design, Prototyping, Interaction Design, Web Design, Web Development, Axure, Adobe Creative Suite, Leadership, Management, Psychology, Emergency first aid, Mental health first aid.

Enrichment

Bristol Pride Festival organisation committee member. Organises & hosts LGBTQIA+ in Tech Bristol meetup and Bristol Womxn's tech community. Enjoys mentoring young talent.

Lead 'Design Stuff Bristol' monthly event for designers in Bristol 2015 - 2016.

Public speaker at tech/design events nationally and internationally.

Guest lecturer at University of South Wales and Darmstadt university.

Chaired a Cardiff residents community group. Skills involved: Group management, finance, admin, event organisation, volunteer development, digital inclusion.

Won two 'service to citizens' awards from the Cardiff Mayor's office.