

SIMON HELYAR

CV

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INFO

Phone +44 7736 544 652

Email helyar@icloud.com

Site www.helyar.co

DOB 9th February 1981

Location London, UK

INTRO

I've recently been freelancing at various companies focusing on UX / UI design and branding; big financial companies, small start-ups and tech companies.

Previously I worked at ASOS.com where I led the UX / UI and branding for their app and site that shares their editorial content across iPhone, iPad, Android and web with a consistent and beautiful look.

On the side, I make my own apps with an iOS dev friend, as well as design books, take photos, write stuff, draw... I'm kinda addicted to being creative.

NOTABLE WORK

March 2016 - Present

bodytonic App

Product design / UX / UI

Through my company, our client wanted an app allowing Londoners to find and book appointments at health

clinics. Still in development.

September 2016 - January 2017

Camelot – the National Lottery

UX / UI

www.national-lottery.co.uk

I produced various UX documents detailing new user journeys for various parts of the site. The National Lottery is a very complex product despite seeming simple from the outside.

September 2015 - February 2016

vouchercodes.com

UX / UI Design

I was bought in to help change parts of their homepages to a new fully responsive design, as well as other rebranding across the site.

December 2015

Populr

Co-founder and Creative Director

www.getpopulr.co

Along with a developer, we designed the fastest messaging app in the world. This was all ours.

June 2015

Skim.It

Branding / UX / UI

www.skim.it

I was contracted by Skim.It to design the UI and brand for their start up. Skim.It intelligently turns webpages into small snippets of information making content much easier to consume and share. I designed for app, mobile and web.

December 2014 - May 2015

ey.com

UX / UI

I led the design for a new internal editorial site for over 300,000 ey.com employees worldwide. This was across desktop and mobile.

December 2014 - Present

A Year and a Day, by Jamie P. Barker – 4 x books

Art direction / typesetting

As well as cover design I also came up with a new and unique formatting style for this four-part novel.

Available to buy from Amazon: <http://amzn.to/1sclpRe>

October 2014 - December 2014

Territory Studio / alfies.com

Branding / UX / UI

I was contracted by Territory Studio to design the UI and brand alfies.com - a social network for Accountancy, Law, Finance and Insurance professionals.

June 2011 - June 2014

ASOS.com iPad, iPhone and web apps

Art Director, UX / UI

Leading the design, I helped create a new platform for ASOS to share their content across all app and web with a consistent and beautiful design.

December 2012 - June 2013

Story, Team Story Ltd.

Co-founder and Creative Director

www.storyapp.co

A new kind of social network and mini-blogging app for your phone. I started the company with a friend and investor.

November 2010 - May 2011

Project magazine

Art Editor

Designed and developed, along with the Art Director, the world's first iPad only magazine. Published by

Virgin, it was overseen by Richard Branson himself.

March 2009 - September 2010

[ASOS.com](#)

Art Direction and Design

Designing ASOS homepages and marketing campaigns as well as directing photoshoots and designing product pages for the number one fashion website.

February 2008 - February 2009

[Arena magazine](#)

Designer

Working directly with the Art Director for the relaunch and redesign of Arena, then settled into a designer's position up until its final issue.

June 2006 - June 2011

[Stan Peach clothing](#)

Founder and Creative Director

[www.stanpeach.com](#)

The first company I launched. A clothing label, all designs by me and I also created its ecommerce website.

December 2005 - June 2006

[Official Guide to the FIFA World Cup Germany 2006](#)

Art Director

Working tightly with FIFA and directing a team of designers I worked with advertisers, printers and photo agencies across Europe. 200 page magazine in seven languages. Huge.

EDUCATION

2003 - 2005

[Ba \(Hons\) Illustration](#)

Southampton Institute. 2:1 awarded

2001 - 2003

Ba (Hons) Graphic Information Design

Westminster University (transferred in 2nd year to Illustration)

2000 - 2001

Foundation Graphic Design

Hitchin College of Art and Design

1997 - 1999

National Diploma Art and Design

Hitchin College of Art and Design