

SIMON HELYAR

CV

September 2019

INFO

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DOB 9th February 1981

Location London, UK

INTRO

I'm currently freelancing while looking for my next fulltime role. Recently I've been working at the incredible Ustwo as Product Designer.

Previously I was head of design at Cleo AI, a successful and fast-growing financial start-up. My job was extensive and covered a lot of disciplines.

I've also worked at ASOS.com where I led the UX/UI and branding for their app and site that shares their editorial content across apps and web.

On the side, I make my own apps with a developer friend, design books, take photos, draw... I love creating amazing things.

NOTABLE WORK

February 2019 - June 2019

Ustwo

Product design (UX/UI)

I joined as a product designer freelancer at the incredible Ustwo. Output was varied, building prototypes, finessing UI and also print.

August 2018 - February 2019

Karmarama

Design Lead (UX/UI)

I led the design team to implement a new design system for one of Karmarama's clients, a start-up called Yunar.

June 2017 - June 2018

Cleo AI

Design Lead (UX/UI)

I joined as the only designer. My role was extensive; unifying the design across the product, working on complex UX, user testing, producing videos and ads, imagery for social accounts... I learnt a lot.

December 2015

Populr

Co-founder

www.getpopulr.co

Along with a developer, we designed the fastest messaging app in the world.

June 2011 - June 2014

ASOS.com iPad, iPhone and web apps

Art Director, UI/UX

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.

OTHER WORK

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

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.

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 & Animation

Southampton Institute. 2:2 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