SIMON HELYAR

CV

INFO

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DOB   9th February 1981
Location   London, UK

INTRO

I've recently left a fulltime role at Cleo AI, a successful and fast-growing financial start-up. My job was extensive and covered a lot of disciplines.

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

I've freelanced at various companies focusing on UX/UI design and branding; big financial companies and small start-ups.

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

NOTABLE WORK

June 2017 - June 2018
Cleo AI
Design (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 bought 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/1scIpRe

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 compnay 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