George Hill

Senior UX Designer

Manchester, UK

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ABOUT ME

I'm a passionate problem solver, and love the challenges, and opportunities that an industry as fast-paced as digital provides. I take great pride in my work, and in championing the customers that use the products and services that we create. When I'm not working, you'll find me out hiking with my dog, Pepper, (attempting to) sail and tinkering with cars.

CLIENTS I'VE WORKED WITH

Gazprom Energy
EDF Energy
Affinity for Business
University of Buckingham
Honolulu Museum of Art
Zoo Society of Milwaukee
Hallé Orchestra
National Museums Liverpool

WORK

After Digital / Senior UX Designer
Sep 2020 - Current

As Senior UX designer I'm responsible for leading the UX team at After Digital. My work requires that I see projects through from pitching to potential clients, through to discovery, creation and beyond. I also work to further UX knowledge both within my team and outside the agency, offering advice and webinars to other organisations. Day-to-day, my work involves a mix of larger digital projects such as complete website redesigns, as well as smaller optimisations, maintaining existing clients UX requirements. Recently, much of my time has been spent research and developing our in-house ticketing product, T-Bridge, understanding how to improve usability for our customers, and our customer's customers.

After Digital / CX Strategist
Nov 2019 - Aug 2020

As a strataegist, I was working between both the digital transformation and the UX team. Much of my time was spent reviewing and gathering data, to help inform better experiences for organisations customers, and in turn improving business decisions and ROI. I worked with clients to help plan their digital strategy/transformation and remain on-hand for the duration of the roadmap, to assist in it's completion. My focus was ensuring clients understand the value of good CX principles and how they can improve their processes, people and systems and data to achieve this within their organisation.

Fluid Creativity & After Digital / UX Designer
Jan 2015 - Oct 2019

Working as the lead on utilities sector saw me working mainly on some of our large retainers, working on self-serve platforms and account areas. From user research and facilitating workshops, through to design and testing. I've also been heavily involved in the early development of AD's internal product, a ticketing solution aimed at the arts industry, which has led to myself working with a variety of museums, theatres and zoos.

EDUCATION

2.1 In Graphic Design BA (Hons)
2011–2014 / University of Central Lancashire

AWARDS & CERTIFICATES

BIMA 100: 2020
Most influential people in tech: Creatives & Designers

D&AD New Blood Yellow Pencil
Packaging - Purdeys'

Google Analytics & Tag Manager
Beginners

SKILLS

Design Thinking	Prototyping & Testing
UX Design	Data analysis
UI Design	Analytics & Research