

# Michael Pinney

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## EXPERIENCE

### **SENIOR USER EXPERIENCE DESIGNER, PAYBASE, LONDON, NOV 2016 — PRESENT**

- Working with the Head of Product I worked to research potential consumer propositions.
- I conducted in-depth user interviews, market research, worked on content strategy and designed smoketest pages to gauge propensity to use.
- I was also heavily involved with the redesign of the company website to support their B2B efforts.

### **SENIOR USER EXPERIENCE DESIGNER, YUBL, LONDON, NOV 2015 — NOV 2016**

- Joining Yubl pre-launch. I worked as part of a team to improve the Yubl experience, bring the app to market and introduce new methods of working.
- Following the launch I worked on all major feature releases including the introduction of comments to the platform as well as an updated composer, the redesign of the first time user experience and the sign up flow.

### **USER EXPERIENCE DESIGNER, TALKTALK TV, LONDON, JAN 2015 — PRESENT**

- Worked with product owners to define the strategy and vision for TalkTalk TV.
- Identified key problems people have with their TV service and focused on creating a service which directly addresses these issues both and out of the living room.
- As part of this process I produced: Multiple information architectures, user stories, user journeys, high fidelity prototypes and wireframes for iOS, Android and Windows.

### **USER EXPERIENCE DESIGNER, BLINKBOX, LONDON, NOV 2012 — JAN 2015**

- Helped defined blinkbox on a wide range of products whilst making sure we provided a cohesive experience across all devices.
- I worked on Web, Android phones and tablets, iOS Phones and tablets, Xbox 360 & Xbox One, Smart TVs and Windows phones, tablets & PCs.
- To enable this I produced: Information architecture, User journeys, Sketches, Wireframes, User research sessions, High fidelity HTML prototypes, Gherkin feature files.

**CREATIVE TECHNOLOGIST, PROFERO, LONDON, OCT 2010 — NOV 2011**

- Lead R&D efforts into connecting digital and physical interaction for a number of commercial projects. These projects would range from physical Installations to microsite and Facebook applications.

**CO-FOUNDER, FORLOVENOTMONEY, LONDON, APR 2010 — JUN 2012**

- ForLoveNotMoney are a collective of individuals who create things. We have no particular agenda, only that we wish to make ideas that we wouldn't be able to in our day jobs. Our aim is to experiment, learn, and have fun. All for love not money.

**USER EXPERIENCE DESIGNER — INTERNSHIP, ALLOFUS, LONDON, FEB 2010 — APR 2010**

- Worked on a number of projects gaining valuable experience about the design process.

## EDUCATION

**BA (HONS) GRAPHIC DESIGN: NEW MEDIA**

University for the Creative Arts — 2009

## SKILLS

**PROGRAMMING & HARDWARE**

HTML, CSS, Javascript (jQuery), Exposure to PHP, Processing, Arduino

**SOFTWARE**

OmniGraffle, Sketch, Marvel, Adobe CC, Final Cut Pro, iWork, Microsoft Office