

# Michael Pinney

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## EXPERIENCE

### **LEAD PRODUCT DESIGNER, EF EDUCATION FIRST, LONDON, AUG 2019 — PRESENT**

- Working as part of a team spanning across three continents, I joined before launch to lead the design of an internal tool which provides EF's teachers with a world class experience.
- Using qualitative and quantitative research as well as collaborative workshops involving key business representatives, I work closely with the Product Manager to define the problems we should tackle and how to solve them.

### **SENIOR USER EXPERIENCE DESIGNER, DISCOVERY, LONDON, JUL 2017 — AUG 2019**

- Lead design across all platforms (iOS, Android, Web & Connected TV) on a complete Eurosport Player redesign being built from the ground up. This involved user research, stake holder engagement & management, detailing user flows, wireframing, prototyping, interaction design and UI design.
- I led a number of cross team activities which culminated in a rearchitected service IA as well as the introduction of a user centric approach to product strategy and a reusable design library.
- Worked with the legal department on the implementation of EU regulations such as GDPR, EU Portability and PECR.

### **SENIOR USER EXPERIENCE DESIGNER, PAYBASE, LONDON, NOV 2016 — JUN 2017**

- 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 smoke test pages to gauge propensity to use. This culminated in two proposed products intended to be launched on iOS & Android.

### **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 on both iOS and Android as well as introducing 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 — NOV 2015**

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

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

### **CO-FOUNDER, FORLOVENOTMONEY, LONDON, MAR 2010 — JUN 2012**

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

## 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