Tim Pelling
Digital Creative

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OVERVIEW

With over twenty years of agency and client-side experience, I have gained a broad range of skills to deliver creative digital products. I have a strong grounding in UX, research, and conceptual thinking and have the ability to deliver concepts that embrace user needs.

I also have experience in building, managing, and mentoring UX and Research teams allowing me to get the best out of people and to be able to deliver efficiently and effectively while maintaining high standards. I believe that the user experience isn't about just an interface, it is about joining up all areas of the experience to deliver one cohesive and enjoyable journey.

WORK EXPERIENCE

PaddyPowerBetfair - Jan 2016 to Present

I joined PaddyPowerBetfair as Senior UX Designer just as the two companies were merging. This gave me an opportunity to work across two big brands and multiple products. Working on the Betfair team I quickly became the expert on the Exchange product, one of their most complicated product offerings. I quickly progressed to UX Lead working across all four design teams located in four different countries. Following this, I took on managing User Research and Experimentation with a view to embedding these into the design process.

Highlights

- **Betfair Redesign:** Lead UX Design & Research approach to complete redesign of flagship Betfair Betting products ensuring customer-centric decision making and UX measurement and success was delivered
- **Horse Racing Redesign:** Lead UX Design to redesign Betfair Horse Racing experience for mobile and desktop
- **Scoreboards:** Lead UX Design to redesign scoreboards across all sports products for both PaddyPower and Betfair
- **UX Design Best Practice:** Evolved PaddyPowerBetfair UX approach to include Design Sprints, User Research and Experimentation
- **Education:** Ran education sessions across the business to show the value of UX and Research
- **Mentorship:** Mentored two designers to help them achieve their career goals
- **Ease of Use metrics:** I lead an initiative to create a set of Ease of Use metrics. This is used across all Research and heuristic evaluations to help evaluate how successful they perform.

Responsibilities

UX

- Lead UX practice across four international design teams
- Run design workshops and design sprints

Research & Experimentation

- Lead User Research on design projects
- Manage User Research and Experimentaion teams
- Implement Experimentaiton strategy for wider business

Redberry Digital - Dec 2013 to Nov 2015

At Redberry Digital I was responsible for idea generation and design output from the agency. I managed the creative/UX team and work closely with the technical director to ensure joined-up delivery of all projects.
Redberry was a digital agency that work on large builds and campaign work. Key projects here were redesign of Waterstones online presence including the backend platform, native apps for Marriot and 20th Century Fox, a digital game code system for Sony and on social media video customisation tool that put individuals in film trailers.

WORK HISTORY

Paddy Power Betfair
May 2018 - Present
UX & Research Lead

Sept 2017 - Apr 2018
UX Lead

Jan 2016 - Aug 2017
Senior UX designer

Redberry Digital
Dec 2013 - Nov 2015
Head of Creative

Brand & Deliver
Mar 2013 - Nov 2013
Head of Creative & Strategy

AKA Promotions
Feb 2011 – Feb 2013
Digital Creative Director

Penna Communications
Aug 2010 – Dec 2010
Head of Digital

RPM Ltd
Aug 2009 – Jul 2010
Head of Digital Creative

Voyage Design Ltd
Mar 2008 – Aug 2009
Head of Digital

Avvio Design Associates
Nov 2003 – Feb 2008
Senior Digital Designer/ Developer

Freelance
Designer/Developer
Sept 2002 – Nov 2003

Volume Design
Mar 1998 – Sept 2002
Head of Digital

Various Print Design Roles
Oct 1989 - Mar 1998

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Highlights

- **Waterstones Redesign:** Lead design and UX strategy for the relaunch of Waterstones website and admin tool. Managed multiple stakeholders and implemented regular test & learn sessions with Waterstones customers
- **A Night at the Museum mobile app:** Lead pitch, design and UX of A Night at the Museum native app that won best app in wirehive 100 awards. This was a native app that was a treasure hunt where users had to discover scan images hidden in the real world. This was executed on Regent Street over Xmas 2014 and in the British Museum
- **Team building:** Built and developed the design team to be more research and UX focussedMcDonald's Soft Skills app: Lead UX and research for an internal app to teach, support and test soft skills for all McDonalds staff
- **Marriott Careers App:** Lead UX and Research for a native app for recruitment in Europe for Marriott hotels

Responsibilities

- Build and Manage design team ensuring they have clear goals and are motivated to perform at their best
- Lead UX Design for all projects
- Ensure design is aligned to technical capabilities and is achievable
- Manage workflow and process for all design work
- Pitch and present work to key stakeholders
- Manage stakeholders on key projects

Brand & Deliver - Mar 2013 to Nov 2013

My role at Brand & Deliver was to deliver UX design strategy to support projects within the agency. Working with the CEO I worked with stakeholders to understand requirements and with the design team to deliver against the strategy. Working with external researchers I also managed the insight process to ensure work was customer-driven.

Highlights

- **Samsung Super App:** I lead the UX approach for a 'super' app for Samsung. The aim is a single app that gave access to all of Samsung's media channels
- **Playboy Bootcamp:** I lead the UX Design and research for a new Gym Class for trainers to subscribe to. This was a digital platform that allowed gym instructors to subscribe and get training and access to support from the community

Responsibilities

- Lead UX Design Strategy on key projects
- Deliver user research and testing to support and validate design decisions
- Hands-on design
- Stakeholder management

AKA - Feb 2011 to Feb 2013

At aka I worked within the Creative Services department leading all digital creative projects. My role covered identifying key objectives and insights to define project briefs, leading brainstorms and leading UX and design for all projects I line managed a team of eleven talented individuals to ensure we delivered the most innovative, effective and creative solutions within the industry.

Highlights

- **Matilda The Musical:** I lead the UX design for the launch of this award-winning west end musical. Beyond web presence, I also worked on the campaign journeys and testing of concepts ensuring the best performance and a seamless experience
- **Dr Who Experience:** I lead the UX Design and research for this mobile app that was a companion to the live Dr Who Experience, the aim was to create a

KEY SKILLS

UX Design Methods

Product Design

Design strategy

UI Design

Tech Savvy (Web & Native)

Mentorship

People Management

Pitching & Presentations

User Research & Experimentation

Data Driven

Video Edititng & Animation

Team building (remote & localised)

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combined live/digital experience

Responsibilities

- Lead UX Design on key projects
- Deliver user research and testing to support and validate design decisions
- Hands-on design
- Stakeholder management

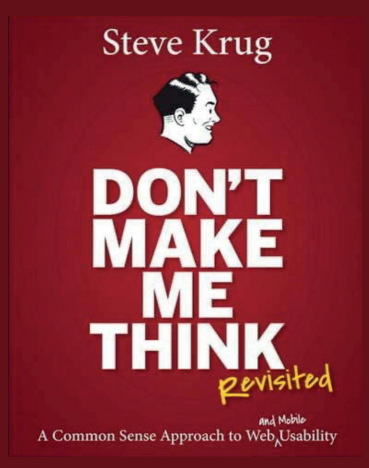
WHEN NOT WORKING

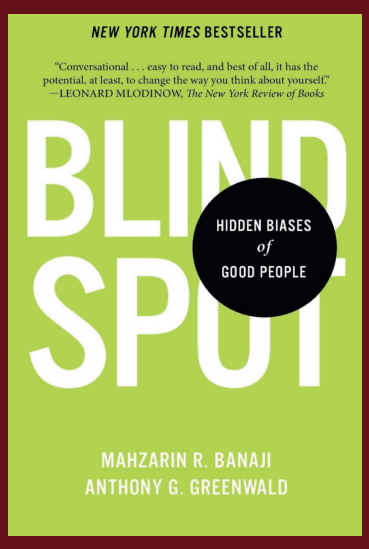
I am a keen musician playing guitar and drums, I have also spent the past four years studying music theory with a view to gaining accreditation. I love global travel and have visited a number of different parts of the world including India, Cambodia, Thailand, Japan, and Sri Lanka. I feel that seeing the world is a vital component in appreciating the differences in culture and attitudes that are always helping inform my perspective of diversity in the workplace and in UX..

Reading/Listening

This is a brief list of what I am reading and podcasts I regularly listen to

Books





Podcasts