

# Steve Smith CV

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User experience & design lead

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More information available at [www.stevesmithux.com](http://www.stevesmithux.com)

I'm all about  
**behaviours, not**  
**opinions** and this  
drives my fascination  
at the '**how**' and '**why**'  
we do what we do.

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# Timeline

**Lloyd's** Design Lead

March 2020 - Present

**Infogix** UX&D Lead

August 2019 - March 2020

**Fluid Ads** Head of Product

January 2019 - August 2019

**Fluid Ads** Head of Design

August 2018 - January 2019

**Auto Trader** UX&D Lead

August 2016 - August 2018

**Co-op Bank** UX&D Lead

2015 - August 2016

**Barclays Bank** UX&D Lead

**Experian** Design Lead

**Vernacare** Design Lead

2014 - February 2015

**Fishawack Communications**

UX&D Lead

2014

**Barclays Bank** UX&D Lead

**WeightWatchers** Design Lead

2013 - 2014

**North & South Digital** Director

2011 - 2013

**Ph.Creative** Creative Director

2007 - 2011

**Alex McGregor** Head of Digital

2006 - 2007

**enzyme** Lead Creative

2000 - 2006

**Sanctuary Records** Snr. Designer

1997 - 2000

**Freelance Designer**

1994 - 1997

**Base Design** Partner

1992 - 1993

**Orchard Consultancy** Designer

1991 - 1992

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# Lloyd's

## Design Lead

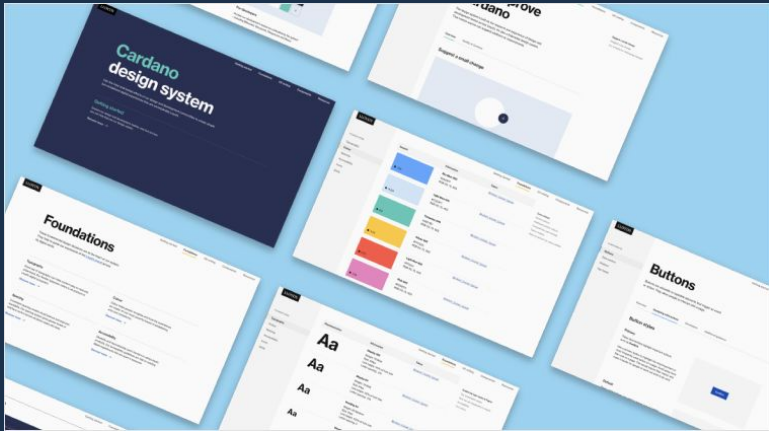
March 2020 - Present

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As part of the Future at Lloyd's programme and more broadly, the digital transformation that Lloyd's committed to in changing the future of the insurance marketplace, I lead a multi-disciplined team of designers in delivering customer centric products.

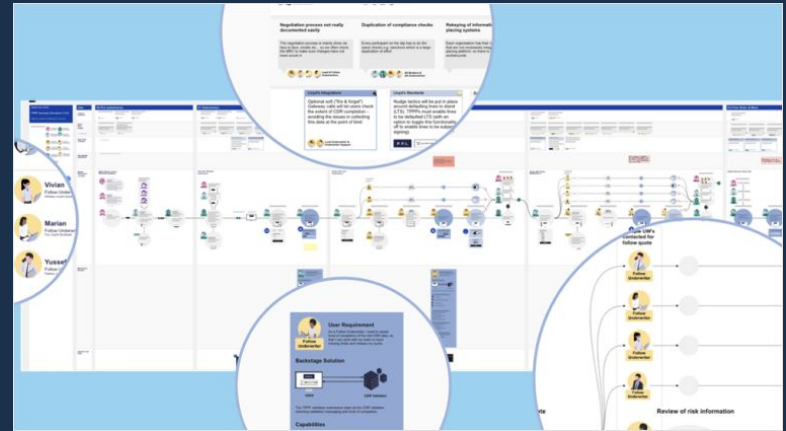
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More information available at [www.stevesmithux.com/lloyds](http://www.stevesmithux.com/lloyds)



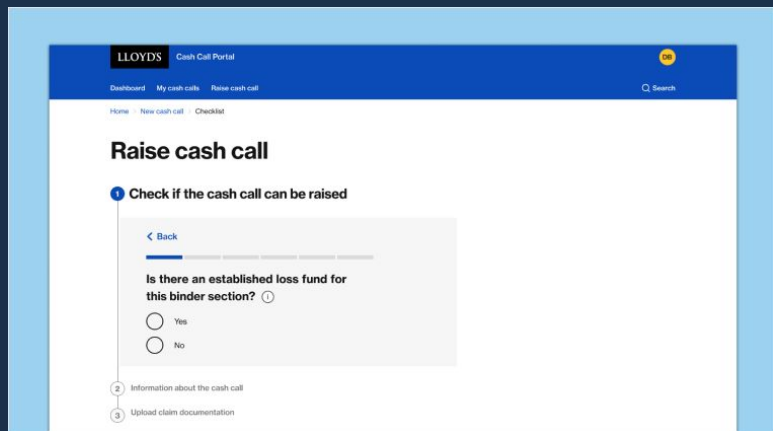
## Cardano Design System

Cardano helps designers and developers: It saves time and money by helping teams to quickly build digital products and services that consistently look and feel authentically Lloyd's.



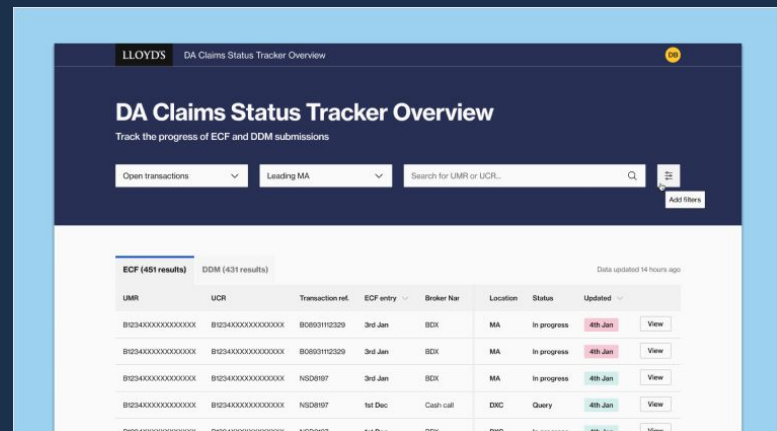
## Journey Mapping

Our service design journey maps have become the single source of truth for the product teams and not just in Delegated Authority, but across the wider product set.



## Collaboration

Taking business requirements from key stakeholders and the Lloyd's market users, the design team are able to communicate their solutions through lo-fi wireframes.



## Rapid Prototyping

Using the building blocks from Cardano, the Product Designer are able to very quickly build screens to test with users.

**Kate Shipp** Head of Research, Lloyd's

“Steve is a strong and well-respected Design Leader who is adept at tackling complex challenges in collaborative and pragmatic ways. He is always clear on the scope and goals for the team, keeping things simple to ensure things keep moving forward. Steve is great at bringing people together, encouraging open communication, finding common ground and opportunities to improve on ideas.”

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# Fluid Ads

## Head of Design / Head of Product

August 2018 - August 2019

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Working with Fluid Ads was a great experience, allowing me to apply my design and product knowledge throughout the business. From running 'Company Value' workshops where the team collaborated and formed the cornerstones of the company culture, to the visual identity of the business that went on to generate a solid design culture bedrock.

The products themselves also took a steer from the new branding with an updated UI and much improved UX. The dynamic HTML5 Ad Builder, allows users to quickly generate multiple ads across multiple platforms (including Social platforms) and target, monitor and report the outcomes.

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More information available at [www.stevesmithux.com/fluid-ads](http://www.stevesmithux.com/fluid-ads)



**Inside the platform**

- Build faster**  
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[Read more](#)
- Specific targeting**  
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[Read more](#)
- Rapid reporting**  
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[Read more](#)

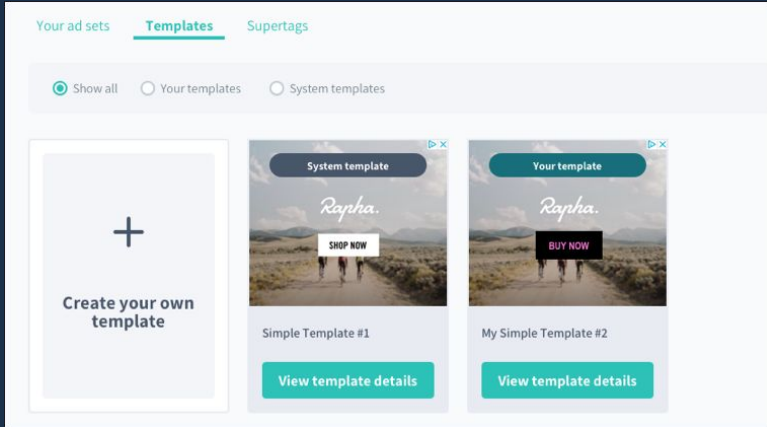
## The Power of the Platform

The Ad Builder allows users to craft dynamic ads with an array of tools, similar to those within a design tool. The user could then upload data to target an audience using retargeting or geo-fencing.

- Feeds**  
Fully agnostic feed technology in-platform keeps product ads seamlessly up-to-date without having to rework the Ad creative every time the data changes.  
[Read more](#)
- Dynamic ads**  
Deliver the right message at the right time for the best performing ads, change content depending on weather, pricing or other market dynamics.  
[Read more](#)
- Ad builder**  
Quickly create beautiful HTML5 display Ads in multiple shapes that are modern and feature rich. Build high performing Ads from scratch or a template in minutes.  
[Read more](#)
- Retargeting**
- GEO fencing**
- Reporting**

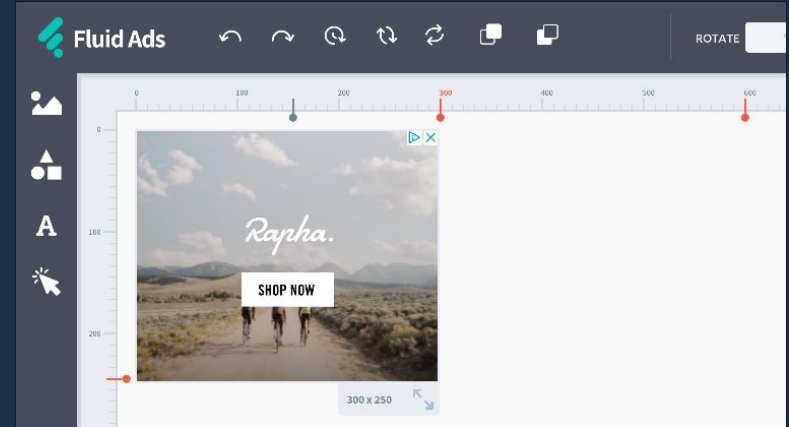
## Not just a builder

Features such as 'Dynamic Ads' that, for example, only display umbrellas when it rains or 'Geo-Fencing' that targets car-buyers when they're within a certain radius of a car showroom, these features closed the loop on the end-to-end advert experience.



## Simple to build

Building an ad campaign sounds complicated but within a few simple steps, the structure can be built. Users could be from scratch or from one of our templates.



## All ads, all sizes

Ads could be created at speed from a single template. This dramatically reduced the workload of the designer having to typeset each ad individually.

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# Infogix

## User Experience & Design Lead

August 2019 - March 2020

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Infogix have a suite of products that are embedded within large organisations to support 'big data' management. The users are predominantly data engineers, data scientists and analysts and therefore the challenge was to deliver simple reusable components to fulfil complicated tasks. As the lead UX Designer, I managed the design deliverables, working closely with the Product Director, Lead Developer and Lead Architect to introduce more user focused screens that incorporated best practice component behaviour whilst also ensuring the quality of the build met the design expectations.

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**Megs Armour** Lead Strategic Designer & Service Designer

“Steve is an incredible design leader and mentor. He is capable of understanding incredibly complex digital ecosystems and how best to embed design mindsets, methodology, and culture in business strategy. Steve led a team of Service, Product, and UX designers that were working on an integrated suite of products alongside a range of consultancies and vendors.”

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# Contact details

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**Call** 07807 249 986

**Email** [ste.smiffy@gmail.com](mailto:ste.smiffy@gmail.com)

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