Robert Traxon
Product & UX Designer

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Skills

Product Design
User Experience (UX) Design
User Interface (UI) Design
Digital Design
Conversion Rate Optimisation
Web Design
Branding
Layout
Typography
Digital Project Management
HTML5
CSS (SASS)
JavaScript / Jquery

Awards

Matt Blatherwick Memorial Award

For exceptional achievement whilst studying for my foundation degree.

D&AD New Blood 2016

Yellow pencil award winner for the 2016 Shutterstock brief from D&AD.

About

As a creative and highly motivated product designer, I am passionate about pairing great design with research and innovation to create engaging user experiences. With 5+ years of developing my understanding of the user, visual design and design thinking methodologies, I have developed a user-centric approach, focusing on creating accessible, useful and usable products.

In my current role, I am independently responsible for managing an intra-company web platform that provides educational digital resources through a templating toolkit. For each product, I facilitate and own the full development life-cycle from research and ideation, through to design, testing and release.

I am looking to expand my knowledge in the digital world and further improve my understanding of UX and product design. I love to seek problems, find creative solutions, and master new skills along the way.

Employment

Twinkl | 13/06/2016 - Present

International Composability Coordinator | 30/11/2021 - Present

Within this position, my focus is on the expansion of a templating toolkit for interactive HTML5 games known as the Composable System. The system employs an online form builder to capture image, audio, and text data, which is then exported as JSON. This data is then utilised to replace configurable information within my templates, enabling the export of individual digital games and interactives.

The objective of this role is to increase awareness and usage of the system among teams at Twinkl, optimising the user experience and crafting engaging educational games/interactives for the end user.

This system provides product teams with a platform to independently create their own interactive activities without specialist tools or software. Moreover, it substantially reduces production time for digital resources, thereby liberating game designers and developers to tackle projects of greater scale and complexity.

<u>Key Responsibilities</u>

- Empathise with users to uncover key pain points within the system through interviews, surveys, and focus groups.
- Translate primary and secondary research into persona's, empathy maps, and prioritisation matrices to better understand the needs of the user.
- Regularly meet with product owners and country managers to ideate projects, conduct user testing, and provide key updates on features, issues, and products.
- Manage projects of all sizes independently, from concept to completion. From 6+ month UI overhauls to same-day audio support implementation, this role requires careful planning and time management to ensure successful project delivery.
- Act as the principal contact for the Composable System, offering training, guidance, and support to 300+ colleagues across teaching, leadership, and design, via guides, videos, and drop-in sessions.
- Establish an equitable design process to be inclusive of under-represented groups. This included SEND-specific features, additional language support, and Arabic layout systems.

- Expand the library of composable resources from 400 to 5500+ over an 18-month period with over 4 million streams within the same time-frame. This was achieved by designing and developing 40+ templates ranging from interactive jigsaws, quizzes, and word searches to reading comprehensions, games and more.
- Deploy the Composable System seamlessly across 100+ teams, encompassing both established, multi-disciplinary entities such as Classic Maths (25+ employees), as well as new emerging markets like Pakistan (1-2 employees).
- Increase the average monthly output of interactives from 35 to 212 (605%) within the first year.
- Develop games in partnership with major brands such as Peppa Pig, Spiderman, Harry Potter and Minions.

Digital Product/UX Designer (Twinkl Go!) | 1/09/2017 - 30/11/2021

This role skilfully balanced conducting primary and secondary user research, generating innovative UX solutions through ideation and design, and developing responsive cross-browser digital games for both desktop and touch devices. The most rewarding aspect of this experience involved spearheading the implementation of an in-house platform named the Composable System.

Significantly curbing the production time of digital resources, this system also enabled rapid updates across hundreds of resources simultaneously. Furthermore, it had an exponentially positive effect on file storage within the Twinkl servers, by reusing code and making use of more efficient JavaScript plug-ins.

Key Responsibilities

- Facilitating focus groups to empathise with the end users and uncover key pain points to translate into tangible improvements for our games and interactives.
- Leading regular ideation sessions with product managers and teachers to initiate creative solutions to carry forward into development.
- Designing user-journeys, persona's, wireframes, and digital prototypes to reflect the full project life-cycle from research to release.
- Programming responsive, cross-browser resources using jQuery, HTML5, SASS, and Unity.

Key Achievements

- Reduced creation time of key digital resources by 90%.
- Increased team output by over 1300%.

Graphic Designer | 13/06/2016 - 1/09/2017

My main focus as a graphic designer at Twinkl was to produce inclusive and diverse resources for educators. Primarily designing for print, I created various display materials, activity sheets and presentations. I also helped to train new designers, offering support and feedback during their first weeks within the company.

Puckator Design | 11/2014 - 06/2015

Graphic Designer (Part-Time)

Here, I spent my time designing wholesale gifts, preparing work for print and prototyping new packaging templates.

Education

BA Hons Creative Practice (Graphic Design) | Hillsborough College (2015 -2016)
Grade - First class honours

Foundation Degree in Graphic Design | Norton College (2013 -2015)
Grade - Distinction

Extended Diploma in Graphic Design | Norton College (2011 - 2013)
Grade - Triple distinction