

Rebecca Ferguson

Available immediately

hello@fergie.design | +447538718235 | Based in London | Bachelors Degree (2.1) Graphic & Digital Design
Portfolio www.fergie.design/portfolio23 Password ukulele?WAND7penguin

UX Expert, Speaker & Mentor

With 13 years experience in the design & technology industry, who is known for fostering strong relationships, enabling customer insight to influence strategy and direction, and sharing best practices. I can expertly conduct research and craft insights into wireframes and interfaces, going on to work with dev teams to build and deliver all while continuously testing and iterating to ensure the right thing is being built.

Experience

Creative Director at Fergie Design Limited

Jun 2022 - Present

B2C · B2B · Design · Consulting · Web Design

Adobe Creative Suite · Miro · Illustrator · Figma · Airtable · Webflow

- Designed cohesive brand experiences for both print and digital platforms.
- Managed the complete design process including user research, wireframing, high-fidelity UI, and iterative development based on user feedback.
- Created user-friendly websites on CMS platforms to facilitate client administration.
- Showcased proficiency in creating captivating app interfaces.
- Successfully obtained Series A funding for a B2B product by prioritizing user-centric design.
- Developed B2B & B2C solutions and executed comprehensive brand development strategies.

Lead Experience Designer at Thoughtworks

Feb 2019 – Sep 2023

Fintech · B2C · Property · B2B · Cryptocurrency · Energy · Cars · Governments

Adobe CC · Figma · Sketch · Miro · Zeplin · Confluence · JIRA · Mural · Gsuite · GDS

Dovetail · Hotjar · Google Analytics · Adobe XD · Microsoft Office

Highly experienced UX/UI and Product Design Lead with a proven track record driving digital transformation across multiple industries (FinTech, Energy, Automotive, Government). Skilled in connecting strategic vision to flawless execution, delivering seamless digital experiences that solve real user problems

- Led design efforts on a £4M FinTech account.
- Reduced time-to-market by 65% for a Bitcoin industry leader through iterative design coaching.
- Improved a banking app's UX, leading to a 40% decrease in support tickets.
- Key role in modernizing operations for an automotive client supporting a £2.5B business.
- Digital Product Strategy & Design Thinking: Translating business objectives into innovative, user-centric product solutions.
- Workshop Facilitation: Driving collaboration and extracting actionable insights to fuel iterative design processes.
- Team Leadership & Coaching: Building high-performing design teams, mentoring individuals, and fostering a culture of design excellence.
- UX Research & Design: Expertise in the full spectrum of UX methods - Interviews, personas, user journeys, wireframing, prototyping, UI design, and Design system implementation.
- Stakeholder Management & Consultancy: Building trusted strategic partnerships, managing global teams, and expanding design's value proposition across organizations.
- Built and managed multiple design systems

Speaker Events

Adobe MAX · UX Roundtable
• Bēhance Live · Learning Technologies Conference · XD Snacks · Adobe Express EMEA Series · AI Summit · Adobe Makers · The Design Sprint Revolution

Skills

Design

Interface design · UX · Sketching · Interaction design · Wireframing · Interactive prototyping · Design systems · Strategic design · UX writing · AR · Responsive design · Basic animation

Methodology

Design Sprints · User Research · A/B testing · User journey mapping · Usability testing · Customer analysis · Agile · Design thinking · Service design

General

Coaching · Mentoring · Facilitation · Leadership

Tools

Adobe CC · Figma · Sketch · Zeplin · Webflow · Miro · Mural · Notion · Trello · Airtable · Jira · Invision · Confluence · Google suite · Squarespace · Shopify · Wix · Webflow · GDS kit · Hotjar · UserZoom · Dscout · Lookback · Dovetail · Office365

Education

Bachelor's Degree 2.1
Graphic & Digital Design
University of Greenwich
2008 - 2011 | London

Product Designer, CaribbeanOS Inc

Mar 2020 - Nov 2020

B2B · Ecommerce

Adobe XD Figma Adobe Illustrator JIRA

- Ensured product-market fit through in-depth requirements gathering and prototype testing with target audience customers
- Delivered detailed UI designs, creating engaging user experiences for both B2B and B2C platforms
- Successfully partnered with developers to bring the MVP to life
- My design work directly contributed to securing Series A funding
- The platform is now used by 100+ businesses and over 150k end customers
- Drove user-centric B2B and B2C product design for CaribbeanOS Inc
- Led the design process from user needs exploration and wireframing to high-quality UI and iterative development

Senior UX & Service Designer at Deloitte Digital

Jun 2015 – Feb 2019

Fintech · Healthcare · Transport · Agriculture · Government

Adobe CC Figma Sketch Zeplin Confluence JIRA Mural Microsoft Office

GDS Adobe XD Premiere Pro AEM Optimal Workshop Dscout

- Successfully implemented design solutions in financial services, agriculture, healthcare, pharmaceuticals, and transport industries across Europe.
- Developed comprehensive service blueprints to enhance customer experience objectives.
- Expertly facilitated workshops to drive strategic design decisions based on synthesized outputs.
- Created engaging user experiences for mobile and web interfaces using modern design principles.
- Built strong team alignment and clear communication channels with stakeholders at all organizational levels.
- Led HCD digital transformations for well-known clients including TFL, Syngenta, Novartis, HSBC, and Thames Water.

UX Designer at Société Générale

Jul 2013 – May 2015

Fintech · Investing · Financial Services

Balsamiq XAML Visual Studio Confluence JIRA

- Tailored financial trading platforms for global users at Société Générale, leading to successful launches and continuous feature development.
- Led full-cycle UX design from concept to launch for Futures, swaps, and credit trading platforms.
- Demonstrated technical proficiency by coding XAML within a WPF application to customize UI and ensure brand alignment.
- Collaborated with traders in Paris and globally to drive adoption and gather feedback for ongoing enhancements.
- Designed scalable UI for launch: 100+ traders (futures/swaps) and 200+ traders worldwide (credit).
- Partnered effectively with business analysts and developers in an agile environment for seamless execution.

Visual & UX Designer at Web Technology Group

Oct 2011 - Jul 2013

Government

Adobe Photoshop Adobe Illustrator Confluence JIRA Microsoft Office

- Championed client-facing design by creating custom applications, marketing materials, and online campaigns to boost client outcomes.
- Revamped the company's website design during a rebrand, demonstrating design prowess.
- Specialized in developing user-focused solutions for government agencies, ensuring compliance with web standards, particularly GOV.UK guidelines.
- Led visual and UX design projects for government clients at Web Technology Group, focusing on user needs while meeting web standards.

Mentoring

I'm a design mentor with 5 star rating from students at Mento Design Academy. I'm also in the Top 10% of UK design mentors on ADPlist. Providing free mentoring to junior designers and career changers.

Adobe CC Expert

I've been part of the Adobe Creative Cloud Expert team, delivering enablement training and workshops for pro apps including Firezy, Photoshop, Illustrator, and Express.

I'm learning...

Right now I'm learning all about WebGL to push the boundaries of standard web design. I'm also interested in and learning about XR technologies and how to design for VR and AR.

Side Project

The coolest side project I've built is a sound meditation app. From reviewing competitor apps and gathering inspiration, to wireframe and UI design. I then used a no-code tool, to build and launch on the app store.

Interests

Weightlifting, Salsa dancing, VR games, Livestreaming, Immersive experiences.