

Jon Burrow

Product Designer

07763 639463

jon.burrow@me.com

jonburrow.co.uk

I love creating products that feel intuitive and delightful to use. Across all my experience, I always prioritise the user, ensuring that every interaction is meaningful and enjoyable.

Experience

Principal HMI & UX Designer, Arrival (Nov 2023 - Nov 2024)

Sole UX & UI designer after successive rounds of redundancies. Working with all teams across the business to implement simple, achievable solutions to ensure production is achievable

- Responsible for the design of all UX & UI of Arrival's vehicles
- Responsible for defining UX & UI requirements for all software features and systems
- Responsible for designing, maintaining and improving the design system and UI of all vehicles, ensuring a consistent approach and reusable visual style
- Working collaboratively with cross-functional teams to define feature requirements
- Helping define engineering and software requirements based on the desired UX
- Helping ensure targets for the UX & UI of the vehicles are defined and met
- Being an ambassador for the user in an engineering-led company that is focussed on cutting costs and getting a product to market quickly

Senior HMI Designer, Arrival (Jun 2021 - Nov 2023)

Working in a nimble design team on the vehicle's UI, controls and overall UX

- Collaboratively designed, tested and documented the vehicle interface
- Bringing mobile design heuristics to a context previously lacking such consideration
- Personally responsible for designing the mapping solutions for the vehicles
- Operated a user-centred and evidence led approach to the design of the interface, centring on safety whilst operating the vehicle
- Led the delivery of the interface releases, liaising with cross-functional teams
- Worked alongside research, UX, engineering and legal teams to ensure all designs were feasible, solving real-world problems and were within regulations
- Developed advanced prototypes to test all designs in simulator and real-world settings
- Participated in user testing sessions focussing on all UX aspects of the vehicles
- Help the company define the scope of upcoming products and platforms

Senior Product Designer, Coconut (Jan 2020 - Jun 2021)

A fintech product to help sole traders get an accurate tax estimate

- Sole designer, responsible for both iOS and Android apps, the react web portal for accountants and all marketing and comms
- Speak to customers on a weekly basis to research, define, test and redefine
- Use various means of user-testing, including 1-on-1 interviews, workshops and digital means of user-testing to obtain data from a wider group
- Work closely with back-end and front-end teams to implement solutions for all platforms
- Solely responsible for the development of the product style guide and wider brand
- Later joined the leadership team, helping contribute to the wider company vision, strategy and product roadmaps

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Associate Creative Director, Toaster (Feb 2018 - Dec 2019)

- Led the London team of designers, reporting into the Global ECD
- Creative Lead across all projects in the London studio, and supporting international offices
- Worked cross-functional teams to scope and deliver work on time and within budget
- Established new processes, design styles and tools for use by the wider agency
- Led projects for brands such as Google, YouTube, Samsung, Natural History Museum and Amnesty International

Senior Creative, embedded at Google (Jul 2013 - Feb 2018)

- Embedded at Google Creative Lab and Google Brand Studio as lead concept & design
- Worked closely alongside Google PMMs on high profile briefs spanning product, branding, comms, motion, experiential and innovation
- Consulted on the Material Design interface library before its official release
- Worked across a number of Alphabet brands including Google, Google Play, Google Photos and YouTube as well as external collaborations with The National Trust, Evernote, BT Sport, Champions League and Robinhood

Creative, Futureproof Marketing (Nov 2009 - Jul 2013)

- Responsible for building and leading the creative team
- Designing across print, web, apps, PR, experiential, outdoor, packaging and product design across a range of budget levels. Working alongside brands inc. Diageo, Lloyds, Johnnie Walker, Enterprise Inns and White Stuff

Graphic and Web Designer, Lasgo Chrysalis (Jul 2009 - Nov 2009)

- Aided the company's transition from print to digital, including website and email designs

Designer, Miter Print Press Limited (Sep 2008 - June 2009)

- Responsible for all design, gaining a thorough understanding of the print processes

Education

The University of Leeds (Sep 2004 - Jun 2007)

Product Design - 2:1 (BDes - Hons)

- Final year project: a novel device to combine a phone with both a camera and music player, without sacrificing the UX of either feature. Project was chosen to be presented at the New Designers exhibition in London

Altrincham Grammar School for Boys (Sep 1997 - Jun 2004)

4x A Levels, 11x GCSEs

References

Tim Cherny - Head of Design (Arrival)

finlandreplace@gmail.com, 07934314867

Jake Cooper - Executive Creative Director (Toaster)

hellojakecooper@gmail.com, 07792027131