

# ADAM NEILAND

Senior UX/UI Designer

A commercially driven digital expert with 15+ years experience; delivering a wide range of solutions including many large scale projects for some of the world's biggest brands across finance and telecommunication having also worked internationally in the UAE and Qatar.



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## July 2016 to current - Contract Senior UI Designer at Vodafone

Employed at Vodafone on a contract basis to work within the digital team as a Senior Digital Designer. Tasked to work on the responsive and interaction design of new public website and sales channels,

## July 2011 to June 2016 - Senior Digital Designer at HeathWallace

HeathWallace, a WPP company, delivers digital solutions for global brands in the financial services industry. Specialising in UX/UI design, create responsive websites and Apps. Worked for HSBC, Nationwide Building Society, Dubai Bank and, outside of the financial industry, the launch of digital communications company EE.

## October 2008 to May 2011 - Senior Web Designer / Digital Producer at Zed Communications

Worked in Dubai for the MENA Digital Agency of the Year for major clients such as Commercial Bank of Qatar and Abu Dhabi's Tourism Development & Investment Company (TDIC). Design role grew into a client-facing role to liaise with clients, generated solutions, brief the Digital Team to see projects completed to a high standard on time and budget.

## May 2005 to October 2008 - Freelancer / Contractor at Pixel Pusher

## July 2004 to May 2005 - Multimedia Producer at Matinée Sound & Vision

## September 2003 to July 2004 - Web designer at Room 58 Ltd

UI design ●●●●●

Interaction design ●●●●●

UX design ●●●●●

Information design ●●●●●

Graphic design ●●●●●

Photoshop ●●●●●

Illustrator ●●●●●

Sketch ●●●●●

Axure ●●●●●

HTML/CSS/JS ●●●●●

## Education

1996 - 2000 | University of Plymouth  
MediaLab Arts BSc (Hons)  
Second Class Honours (Upper Division)

1995 - 1996 | University of Plymouth  
HITECC Engineering Foundation Course  
Passed with Distinction

1993 - 1995 | Theale Green School  
A Levels

## HeathWallace projects

Dubai Bank - public website, internet banking, mobile site

HSBC UK, HSBC Expat, HSBC HK, HSBC Intermediaries

Everything Everywhere (EE) - My account area

Nationwide Building Society - Responsive public website and Banking App

Principality Building Society - Responsive public website and Internet Banking