



## ABOUT

I'm a **Digital Product Designer** who has led the design of large digital products for companies like **Ford**, **Jaguar Land Rover** and **Virgin**.

## SKILLS

Product and team management  
Workshop facilitation  
Rapid prototyping  
Wireframe production  
Usability test setup & analysis  
UI & UX Design

## TOOLS

Adobe XD, Invision, Sketch, Photoshop, Illustrator, Indesign, HTML5 & CSS, GIT, Ruby on Rails, GULP, SASS, LAMP, Bootstrap, JavaScript / JQuery / React.JS, Premiere, After Effects, Audition

## CONTACT



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## PRODUCT DESIGN LEAD

# Simon Ker

I am a Product Design Lead from Bath, currently working at The Virtual Forge where I am Head of Design and UX. At The Virtual Forge I have been Lead Product Designer on Jaguar Land Rover's global learning management system, Ford of Europe's online learning centre as well as a number of other key projects for clients that include VW, Peugeot and Dubai City Council.

At The Virtual Forge I have helped the organisation to adopt a more product-centric approach to development and have been the "pushy dad" of the family evangelising methodologies and frameworks such as Lean Startup, Design Sprints, Jobs To Be Done, OKRs and all of that other good stuff! My day-to-day tasks include coordinating and delivering workshops, UI design, rapid prototyping, user experience research & interviews,

## EXPERIENCE

### Head of Design and UX

**The Virtual Forge Feb 2014 - Present**

Currently leading a team of Designers and Front-End Developers on a range of different projects for a number of high-profile clients.

### Freelance Designer

**[www.simonker.com](http://www.simonker.com) Jan 2012 - Feb 2014**

Freelance Web Designer and Front-End Developer in Paris where I provided technical and creative support for clients on a wide range of projects, in a wide range of fields.

### Senior Visual Designer

**Nokia Music Oct 2007 - Jan 2012**

At Nokia Music I helped maintain several international online music stores, producing graphics to promote new and newsworthy artists and running multi-variant testing to improve conversion rates on my team's campaigns.

### Graphic Designer

**Vans Direct Oct 2004 - Oct 2007**

Responsibilities included designing and updating adverts for numerous national magazines and tabloid newspapers on a daily basis and creating content for the company's website.

## QUALIFICATIONS

University of Wales Newport Oct 2001- May 2004

**BA(Hons) in Graphic Design**

Gwent Tertiary College (Crosskeys Campus) Sept 1998 - June 2000

**BTEC National Diploma Art and Design**

**References available upon request.**