

Profile

Hi, i'm a Digital Creative with over 15 years experience in digital, currently living and working in London. My goal is to make the end product of any digital product not only be natural to use but something that will be memorable in the user's mind. From digital apps to large websites, I love working on the details that help users engage with digital.

Personal Details

Website: hitesh.supeda.com
Email: h_supeda@hotmail.com
Nationality: British

Qualifications

BA (Hons) Graphic Design: 2.1
Coventry University
September 1999 – 2002

Key skills

Adobe Creative Suite CC
Marvel & InVision prototyping
Sketch App
Principle animations & prototyping
Axure
Keynote presentations
Responsive websites
Product platforms
Accessibility
Agile working
Sketching/UX
Print

Employment

Senior Product Designer – Sainsbury's Argos, London

June 2018 – Present

Lead designer on e-commerce workstream and leading the overall visual experience for the website. Argos offers more than 60,000 products across 800 stores and online, receiving 20 million visits per year online.

Responsibilities:

- Deliver responsive design solutions and evolve its effectiveness based on user insight and user behaviours through optimisation.
- Lead the creation of components and UI animations that are scalable across the site, whilst governing how they are built by the dev team.
- Create rapid prototypes and collaborate with UX Researchers to test ideas with customers in the Argos Lab.
- Work closely with and mentor other visual designers in the UX team to create a consistent look and feel across multiple work-streams.
- Conceptualise designs and guide UX, project teams and stakeholders through them. Including translating wireframes, developing prototypes, UI Specs, briefs and finished designs.

Key achievements:

- **Top of funnel redesign visioning** - Based on key business objectives and with a drop in user engagement YOY across key browse pages, a new transformative experience was delivered that showcases products to inspire users, whilst facilitating a simpler, inviting and consistent user experience.
- **Homepage redesign** - With 30% of visits coming to the homepage, the redesign encourages engagement by showcasing the breadth of Argos' offering, whilst providing a clear structure to browse and is more targeted. Testing indicated users reacted positively and were able to find and differentiate content easier.
- **Global Header redesign** - Redesigned the navigation header to increase engagement with a streamlined design, enabling users to browse effectively, whilst keeping search at the forefront. This has resulted in an increase in findability engagement, with customers who interact with the header converting 2.5 times more than those that who don't.

Creative Lead (Digital Products) – TruBe, London

October 2015 – May 2018 (2 years, 8 months)

Led the end-to-end creative strategy on all digital products, ensuring product focus was always on the user. An on-demand health and fitness app that connects users with personal trainers and yogis, described as the "Uber of personal training". Reporting directly to the CTO.

Responsibilities:

- End-to-end design process of projects ranging from incremental improvements, new features to redesigns across the apps/website, originating from user feedback and data insights.
- Supported other departments and stakeholders in the improvement, marketing and growth of the startup.
- Collaborated with developers to push the overall look and feel and to ensure effectiveness and feasibility of designs.
- Liaised with consultants and agencies to help market TruBe on different digital channels and print.

Key achievements:

- **Remodelled user flow** - Overhauled the app design and refined the user flow to provide a better experience and improve conversions, enabling users to book trainers instantly on the app and website. Key features were implemented beforehand, like allowing trainers to set their availability and locations to make the flow a success, resulting in reduced queries from customers.
- **Responsive website** - Led the design phase including research, concepting, UX and high-fidelity designs to implement a multi-device booking platform. Collaborated with the technical team in Moscow to implement a design system.
- **TFL brand awareness campaign** - Concepted, designed and art-worked a campaign across the London tubes, buses and digital display ads. Resulting in a 445% increase in downloads.

**Senior Digital Designer – Possible, London
(formerly Fortune Cookie)**

January 2010 – October 2015 (5 years, 10 months)

Executed creative and visual strategies across a wide range of brands, ensuring user experience and accessibility was at the heart of projects without compromising creativity. Reported to the Creative Director and mentored designers.

Brands: Canon, NetJets, Grant Thornton, Shell, Legal & General, Schrodgers, Royal Caribbean, Domestic & General, Europcar, Small Luxury Hotels, UEFA, British Gas, BP.

Achievements:

- **Irista** - End-to-end design solution for Canon's first cloud photo management platform. Worked with strategy, UX and technology teams to initially deliver a MVP, through to delivery of a final platform working across multiple devices with an enhanced UI based on user feedback. Included a website platform, promotional videos, how-to videos and applications for MAC and PC.
- **Canon** - As the brand and digital guardian for over 4 years I implemented a new brand identity and directed the designs across the consumer product and support sections of the website to work for over 500 products responsively.
- **NetJets** - Directed the design for multiple digital platforms including a European website redesign and 2 sales iPad apps for the US and Europe divisions, shifting the brand presence from a corporate to a premium, clean and world-class brand.
- **Grant Thornton** - Set the online creative vision to differentiate themselves from some of the biggest financial institutions including KPMG, Ernst & Young and PWC. Following equity research the selected concept was the clear favourite by 80% of CEOs and CFOs.

Senior Digital Designer – Fuse Digital Ltd, Leicester

April 2009 - December 2009 (9 months)

Brands: Lucozade, Carlsberg, Quorn, WKD, Miele, Triumph Motorcycles, King of Shaves, William Hill, Napolina.

Led the conceptualisation, design and creation of interactive projects. Researching ideas, trends, direction and target audiences for pitches and online projects. Reported directly to the Creative Director and guided less experienced designers, integrating them into the company culture, work ethic and standards.

Freelance Interactive Designer

September 2008 – April 2009 (8 months)

Brands: Aston Martin, Orange, Rodial, Buell, KPMG.

Provided agencies with expert digital solutions developed from briefs, which required networking and liaising with clients and agencies. An invaluable experience which gave me exposure to other areas of the design business.

Senior Digital Designer - McCann-I, McCann-Erickson, Birmingham

February 2008 – August 2008 (8 Months)

Brands: Harley Davidson, World Vision, Casio, Alliance & Leicester, Stanley, Open University, National Rail.

Conceptualisation and design of websites, email marketing, games and rich media for brands from various sectors. Reported directly to the Head of Digital and worked closely alongside offline Creative Directors and Creative Group Heads to deliver integrated campaigns.

Junior Digital Designer to Senior Digital Designer – Fuse Digital Ltd, Leicester

April 2003 – February 2008 (4 years, 11 months)

Moved through the ranks from a Junior designer to Team Leader & Senior Designer. Role description is as above.

Junior Designer - Ideas Taking Shape Ltd

April 2001 - October 2001 (Work Placement)

Responsible for multimedia authoring, web design, graphics and computer imaging.