

Rhys Merritt

Product Designer - London, UK

Profile

I'm a Designer. UI, UX, Product, Interaction... It doesn't matter - I solve problems and craft usable and beautiful digital products. I would like to think that I adhere to the same principles as other great designers like Dieter Rams, and Josef Müller Brockmann, but there is still so much to learn. And that's a good thing.

Experience

Lead Designer @ Streetbees

03/2017 - Present

Coordinating a team of 3 designers across 2 countries, ensuring efficiency primarily with the development team and product leads, but also with the wider business. Working on everything you would expect in a young tech startup.

Lead Designer @ lastminute.com

11/2013 - 11/2016

I was the only native product designer at a stage when the company did not have any native products. My responsibility was to create the first iOS and Android app. Both apps were released under my watch with great commercial success. Since the acquisition of the company by Bravofly Rumbo Group in 2015, my remit was extended to include an international team of 1 other designer in UK, 4 in Italy, and 3 in Spain.

Product Designer @ Reason

12/2016 - 01/2017

Part of a team working on a very complex financial tech product for a large media organisation. My responsibilities here included wireframing, sketching, UI Design, and research.

Co-Founder @ Curious

01/2017 - 07/2017

Curious was a fun app that gave users a chance to win £100 every single day by answering one 'yes or no' question. While we secured initial private investment, there wasn't strong enough incentive for brands to purchase questions, which meant we were forced to shut the app down.

Product Designer @ The Sleep School

11/2016 - 12/2016

I worked alongside the founders of The Sleep School, Dr. Guy Meadows, and Adrian Baxter, to help them unify their business, and refine their product offering into a cohesive experience.

(More experience available upon request)

Education

Shillington College, Sydney

2007

Certificate 4 in Graphic Design

Interaction Design Foundation

2016

Conduction Usability Testing (*Distinction*)

User Research - Methods and Best Practices (*Distinction*)

Details

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What I do

- User Experience
- User Interface Design
- Interaction Design
- Wireframing
- Prototyping
- Usability testing
- User testing
- Heuristic evaluation
- Information Architecture
- iOS Native guidelines
- Material guidelines

How I do it

- Sketch
- FramerJS
- Zeplin
- Invision
- Adobe Creative Suite
- Abstract
- Principle for Mac
- Keynote
- Google Docs
- Figma

