

KAI MOTTA

SENIOR UX/UI CONSULTANT with www.digitalworksgroup.com

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Folkestone, Kent
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ABOUT ME

Dynamic and energetic Senior UX/UI Consultant with over 10 years of experience dedicated to helping clients achieve the best user experience and user interfaces for their products. I have worked in multiple sectors, including financial services, telecoms, charity, education, and travel. I can assist businesses of any size and digital maturity; from start-up and SME through to large-scale enterprise

Brands I've produced work include: Travelodge, SEMTA, Saga, eBay, Agent Provocateur, 3, Orange, Barclays, Giff Gaff, Nokia, Honor, Huawei, Sony, O2, Blackberry, Morcheeba, Air Canada, SAGA, Kelkoo Select, Hilton, Metro, P hillips, Lastminute.com, La Poste Mobile, Virgin, Domestic & General, QPR football team, FENSA.



EMPLOYMENT HISTORY

Senior UX/UI Consultant – SEMTA

July 2018 – Nov 2018

- Led the UX side of the project to create a proof of concept for not-for-profit organisation SEMTA, who are responsible for engineering skills for the future of the UK's most advanced sectors.
- Interpreted discoveries into lo-fi prototypes from initial inception meetings for a new product that analyses an SME's or corporation's workforce, highlights gaps, and offers solutions with apprentices nationally and globally, to increase chances of winning tenders.
- Responsible for turning lo-fi prototypes into POC with constant reiterations from regular user feedback resulting in a high-fidelity wireframe for presentation to the stakeholders.

Senior UX/UI Consultant – Travelodge

February 2017 – June 2018

For 16 months I worked at the Travelodge Head office as a Senior UX/UI consultant. In that period working with mainly the Head of Product and the Digital Director I worked on:

- Numerous conversion rate optimisation tests resulting in lower bounce rates and increased time on the site
- Worked with Google platinum partners on a map solution for the hotel details page
- Lab tested design and developed work after a series of UX methods and assumptions
- Designed the Travelodge Plus Logo and Travelodge Superroom part of the website
- Rewrote the brand guidelines
- Performed competitive analysis, researched the customer base and created wireframes for constant user journey testing
- Designed full numerous journey work flows for presentation to the stakeholders
- Redesigned the homepage resulting in a quicker journey to the payment page
- Performed constant UX evaluations of the website with presentation of the problems to Head of Product and stakeholders
- Mentored junior staff on UX, UI and web tools
- Constantly advised and brought ideas to the table
- Wireframed and designed the whole business admin area
- Advised and created work for different departments within the business: eCRM, Brand, SEO, Development and Marketing.

UX/UI Architect, Visual Designer and Developer – SBE GlobalService

February 2011 – Feb 2017 – Ashford

- UX planning of products; Stakeholders meetings, research, interviews, business analysis, strategy, wireframing with Axure, and high fidelity prototypes
- 6 years of producing work for the telecommunications sector including Nokia, Orange, La Poste Mobile, Virgin, Bell, O2, T-Mobile, Everywhere Everything, Sony, Barclays, Giff Gaff, Phillips and more.



SKILLSET

Sketch	●	●	●	●	●	●	●	●	○	○
Adobe Photoshop	●	●	●	●	●	●	●	●	○	○
Adobe Illustrator	●	●	●	●	●	●	●	●	●	●
HTML&CSS	●	●	●	●	●	●	●	●	●	●
Wordpress	●	●	●	●	●	●	●	○	○	○
Axure RP	●	●	●	●	●	●	●	○	○	○
Final Cut Pro X	●	●	●	●	●	●	●	○	○	○
Logic Pro X	●	●	●	●	●	●	●	●	○	○
Zeplin	●	●	●	●	●	●	●	○	○	○
Marvel	●	●	●	●	●	●	●	○	○	○

Complete understanding of UX methodology, based on the teachings of Jesse James Garrett 'The Elements of User Experience'. Utilizing the five planes and their elements to understand:

- The business and users goals of a project, meet with clients/ stakeholders etc
- Developing a strategy, research, business analysis
- Scoping out the project, site mapping, hierarchy, sketches
- Creating a cohesive structure, wireframing, creating personas, rapid prototyping
- User Testing, Design and Development



PERSONAL SKILLS

Social Commitment	●	●	●	●	●	●	●	○	○
Organization	●	●	●	●	●	●	●	○	○
Creativity	●	●	●	●	●	●	●	●	●
Communication	●	●	●	●	●	●	●	●	●
Teamwork	●	●	●	●	●	●	●	○	○



WEBSITE AND APP EXAMPLES

Examples of work can viewed at www.kaimotta.com



HOBBIES

Outside of work I have a strong interest in art and painting abstract art www.kaimottaart.co.uk, colour theory, writing and performing stand up comedy, producing music, making film, writing, running skateboarding and mountain biking.



TESTIMONIALS

"I was fortunate to work with Kai at Travelodge. Kai's technical skills, combined with his ability to listen and interpret information into high quality designs immediately embedded him into the team. He is customer focused and is skilled at translating problems into real world, customer friendly designs. Kai is a pleasure to work with and I would recommend you review his portfolio."

James Loar – Head of Product, Digital at Travelodge Hotels Limited

"We have worked with Kai Motta for over 3 years and are incredibly satisfied with his design and UX skills. We have contracted Kai on various developments including Web & App Designs and various UX/UI projects including Smart Wear devices. His work is of an exceptional standard and constantly provides more than we ever expect."

Zack Hodge – Commercial Head – Koresupport

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EMPLOYMENT HISTORY CONTINUED

Freelance UX/UI Architect, Designer and Developer Consultant

September 2008 – February 2017

- Within this period I worked as a consultant agency side, client side and with my own customers
- Creating the User Experience, identifying audience, wireframing and testing user journeys using Axure RP pro
- Responsive web design, bespoke Wordpress builds, HTML5, CSS3, App design iOS, Android, Windows
- Visual design, functionality & user experience, working with and managing clients expectations.
- Creating teams, hiring designers and developers

Senior UX/UI Consultant – Koresupport

September 2015 – June 2016

- Product, UX and design lead on many projects using UX methodologies, innovation and visual design skills. I single handedly restructured and redesigned an app for the health and safety industry turning it into a product that went on to be used by 900 companies and 60,000 workers in varying sectors.

UX/UI Director – Simply Lawyers

November 2012 – June 2014

- UX/UI Director for Legal Marketing Collective providing Lead Generation and Qualified Enquiries in Personal Injury, Clinical Negligence and all other areas of law using ahead of the curve online marketing techniques.
- Product Lead for Visual Design and development of all sites, ensuring deadlines were met and mentoring the junior staff. Starting with research and the information architecture, wireframing, usability testing, user interface design, all contributing to the overall user experience for lead generation.
- Brand identity, monitoring conversion rates and making daily weekly web design changes based on collected data whilst running adword campaigns.

Freelance front end developer – Kelkoo Venture

November 2010

- Front end development working on new Group Buying website.
- HTML5, CSS3 and email development.

Lead UX/UI Architect and Visual Design Consultant – Borough IT

June 2010 – November 2010

- Consultant for the GGF and FENSA.
- Complete redesign, involving restructuring the information architecture, developing a strong user journey. Building wireframes using Axure RP, creating visual designs using Photoshop in keeping with the online personality and creating a visually engaging interactive experience, complete rebuild in HTML, CSS.

Senior UX and Web designer – Saga Holidays

September 2008 – June 2010

- Working with internal stakeholders.
- Designing and building HTML emails for affiliated companies including Hilton, Encore, Warner and Lastminute.com.
- Working in usability testing sessions, followed by building the booking engine for the travel website which increased sales in the following quarter.
- Lots of day to day designing and updating of the travel site. Working within the CMS 'Sitecore', using photoshop, illustrator and flash on a regular basis.

Creative Director (Contract) – Blowfish Digital

April 2008 – September 2008



SKILLSET

Sketch	●	●	●	●	●	●	●	●	○	○
Adobe Photoshop	●	●	●	●	●	●	●	●	○	○
Adobe Illustrator	●	●	●	●	●	●	●	●	●	●
HTML&CSS	●	●	●	●	●	●	●	●	●	●
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Organization	●	●	●	●	●	●	●	○	○
Creativity	●	●	●	●	●	●	●	●	●
Communication	●	●	●	●	●	●	●	●	●
Teamwork	●	●	●	●	●	●	○	○	○



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