



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, media and travel. I can assist businesses of any size and digital maturity; from start-up and SME through to large-scale enterprise.

Brands and companies I've produced work for 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, Phillips, Lastminute.com, La Poste Mobile, Virgin, Domestic & General, QPR football team, FENSA, Yell, and Mindshare.



EMPLOYMENT HISTORY

Interim Lead UX/UI Consultant – Yell

Jan 2020 – April 2020

- Leading the User Experience team, mentoring team members and improving workflows with the development teams. Working through all stages of UX research and development on a new conversational commerce AI project
- Working collaboratively with Product Leads to shape initial project requirements and ongoing strategic direction
- Present designs to project teams and key stakeholders, making clear reasoning behind decisions
- Championing the use of quantitative/qualitative research to inform decisions, ensuring that there is a clear rationale for the teams' work, and leading the UX lab testing material and direction

Senior UX/UI Consultant – Mindshare Worldwide

July 2019 – Jan 2020

- Leading UX on multiple projects – Identifying and interviewing stakeholders and key players within the UK business and globally from account directors, media planners, executors to account managers
- Competitor analysis, collating requirements and constraints, working within an agile framework
- Persona building, journey mapping, lofi prototyping and wireframe building
- Presentation to stakeholders for feedback and constant reiteration
- Help design style guidelines, component library and recommendations of software to improve performance and processes

Senior UX/UI Consultant – Yell

March 2019 – May 2019

- Leading the UX deliverables on a key Yell product with user research, workshops, sketching, journey mapping, prototypes, visual designs and product development. Shaping it's development through periods of reiteration in a scrum environment
- Working with head of product and product owners on different Yell products across both web and app, advising and encouraging team discussions, while supporting and mentoring junior members of the team

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.



TESTIMONIALS

"Kai is a well rounded User Experience professional and brings his "A" game to the project(s) he's working on. Kai is a pleasure to work with – he is personable and connects with teams quickly when working through business requirements. Kai is a self starter and an autonomous worker delivering a high standard of work as well as valued thought leadership. I look forward to working with Kai in the future."

Luke Christison – Global Chief Information & Technology Officer at Mindshare

"Kai is a highly capable UX expert with boundless energy. The only problem you might have is producing enough of a pipeline of work to keep him busy as he will mow through tasks faster than you could ever imagine. He's incredibly easy to work with and pretty much if you just get out of his way and let him get on with it, he'll accomplish more in less time than you would think possible."

Joshua Doods – Lead Software Engineer at Mindshare

"Digital development can be a complex business. Making sure you have the right skill mix on the team is essential. Developing myriad of websites, from light front end to deep back-end integrated web applications, Kai is able to identify needs, zoom in and out of detail, importantly he does this in a way which keeps others fully involved.

I've no hesitation to recommend Kai. He uses a consultative approach, testing assumptions and considering longer term value, clearly communicating pros and cons of solutions. He has delivered a great number of successful developments, each with user experience and business value at their core."

Damien Anderson – Former head of SEO at Which?

"I have worked with Kai a number of times now and I know if I need someone who will work to understand the customer and business needs swiftly, who will conduct thorough research, who will confidently walk around the office, introduce himself and find who he needs to speak to, who will work with boundless energy and have an excellent understanding of UX procedures, Kai will provide this.

In this role I needed Kai to manage the UX team as interim lead, to be more hands off than focused on production, to mentor members of the team, to evangelise UX/UI, work with the Product Leads, other department heads and stakeholders, interview candidates and ensure we were always up to date and moving forward.

I would recommend Kai anytime and I look forward to working with him again soon."

James Loar – Head of Consumer at Yell

"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

EMPLOYMENT HISTORY CONT.

Senior UX/UI Consultant – Travelodge

Feb 2017 – June 2018

- Numerous conversion rate optimisation tests resulting in lower bounce rates and increased time on the site
- Worked with Google platinum partners on a UI map solution for the hotel details page
- Lab tested design and developed work after a series of UX methods and assumptions
- Rewrote the brand guidelines for the digital UI
- 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
- Performed constant UX evaluations of the website with presentation of the problems to Head of Product and stakeholders
- Mentored junior staff on UI, UX and web tools

UX/UI/Visual Designer and Developer – SBE Globalservice

Jan 2011 – Feb 2017

- UX planning of products; Stakeholders meetings, research, interviews, business analysis, strategy, wireframing with Axure, and high fidelity prototypes
- 6 years of producing UI 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.

Freelance UX/UI 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

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 the UX and UI for 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.
- Produced many front end html and css interfaces for clients working with Koresupport development team, analysing data, interviewing key stakeholders, designing and presenting visual designs, gathering requirements and creating lo-fi wireframes, then updating in Axure for user testing.

UX/UI Director – Simply Lawyers

November 2012 – June 2014

Freelance front end developer – Kelkoo Venture

November 2010

Visual Design/UI Consultant – Borough IT

June 2010 – November 2010

Senior UI designer – Saga Holidays

September 2008 – June 2010

Creative Director (Contract) – Blowfish Digital

April 2008 – September 2008

SKILLSET

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

PERSONAL SKILLS

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

WEBSITE AND APP EXAMPLES

Examples of work can viewed at www.kaimotta.com

LIFE OUTSIDE OF WORK

Outside of work I indulge in lots of creative pursuits. I study art, visit galleries constantly around the world and exhibit my own work too which can be viewed at www.kaimottaart.co.uk.

I like to study film and write scripts which I also produce. This can be in the form of short films or music videos for the songs I record in my home studio. I have been a musician for over 20 years and routinely release albums.

I also like to write novels, perform stand up comedy, run, cycle and skateboard and keep myself up to date with politics and social issues both global and locally whilst venturing and learning about sustainability with my allotment and 2 polytunnels.