

MARTIN HALL

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WHO AM I

PRODUCT DESIGNER WITH 10+ YEARS OF HELPING BRANDS ACHIEVE DIGITAL GREATNESS ACROSS SAAS, FINTECH, AND ECOMMERCE. FOCUSED ON CREATING BRAND LED EXPERIENCES, SIMPLIFYING COMPLEX JOURNEYS, AND DELIVERING OUT THE BOX SOLUTIONS THAT LEAD, NOT FOLLOW. STRONG UI AND FRONT END BACKGROUND WITH A BALANCE OF TECHNICAL THINKING AND HIGHLY CREATIVE EXECUTION, ALONGSIDE A PASSION FOR SHAPING HOW BRANDS ARE PERCEIVED ONLINE.

SKILLS

PRODUCT DESIGN, USER JOURNEYS, RESEARCH, PROTOTYPING, DESIGN SYSTEMS, STAKEHOLDER COLLABORATION, DIGITAL DESIGN.

FIGMA, ADOBE CREATIVE SUITE, MIRO, HTML, CSS, JAVASCRIPT, REACT, ANGULAR, SHOPIFY, CURSOR, CHATGPT, CLAUDE.

MORE THAN DESIGN

DESIGN HAS ALWAYS BEEN MORE THAN JUST A CAREER TO ME. OUTSIDE OF MY FULL TIME ROLES, I CONTINUE WORKING ON FREELANCE PROJECTS, BUILDING LONG TERM RELATIONSHIPS WITH BRANDS THAT STILL TRUST ME WITH THEIR CREATIVE DIRECTION TODAY. I HAVE A STRONG PASSION FOR DIGITAL DESIGN AND RUN MY OWN CLOTHING BRAND, HALLRAISER. DESIGN EVOLVES FAST, WHICH IS WHY I'M ALWAYS CREATING, LEARNING, AND STAYING CONNECTED TO THE INDUSTRY OUTSIDE WORK.

WORK CAREER

PRODUCT DESIGNER ZERO

FINTECH 2.8 YEARS

LED END-TO-END DESIGN OF A MOBILE BANKING PRODUCT FROM CONCEPT THROUGH TO LIVE APP STORE RELEASE, DEFINING CORE USER JOURNEYS AND PRODUCT FLOWS.

CONDUCTED USER AND COMPETITOR RESEARCH TO SHAPE PRODUCT DIRECTION, FEATURE PRIORITISATION, AND OVERALL EXPERIENCE STRATEGY.

DESIGNED AND ITERATED ACROSS THE FULL PRODUCT EXPERIENCE, IMPROVING CLARITY, TRUST, AND USABILITY ACROSS KEY JOURNEYS.

CONTRIBUTED TO BRAND AND PRODUCT STRATEGY, HELPING DEFINE A CONSISTENT AND CREDIBLE IDENTITY FOR THE BANKING EXPERIENCE.

PRODUCT DESIGNER AAREON

SAAS/HOUSING 2 YEARS

DESIGNED AND REFINED COMPLEX SAAS WORKFLOWS, SIMPLIFYING USER JOURNEYS ACROSS MULTIPLE PRODUCTS AND IMPROVING OVERALL USABILITY.

COLLABORATED CLOSELY WITH DEVELOPERS TO DELIVER NEW FEATURES, WORKING THROUGH SYSTEM LEVEL CONSTRAINTS AND RESOLVING CHALLENGES WITHIN LEGACY ARCHITECTURE.

CONDUCTED USER TESTING AND INCORPORATED FEEDBACK TO VALIDATE DESIGN DECISIONS AND IMPROVE CLARITY, CONSISTENCY, AND PERFORMANCE.

CONTRIBUTED TO DESIGN SYSTEM AND UI STANDARDS, STRENGTHENING CONSISTENCY AND SUPPORTING SCALABLE PRODUCT DEVELOPMENT.

UIUX DESIGNER CURRYS

ECOMMERCE 8 MONTHS

DESIGNED AND DELIVERED WEB AND LANDING PAGE EXPERIENCES FOR MAJOR REBRAND LAUNCHES, ALIGNING PRODUCT AND MARKETING GOALS WITH CLEAR USER JOURNEYS.

TRANSLATED STRICT BRAND AND PRODUCT GUIDELINES INTO CONSISTENT, USER FOCUSED INTERFACES ACROSS DIGITAL TOUCHPOINTS.

IMPLEMENTED AND TESTED DESIGNS WITHIN A CUSTOM CMS, COLLABORATING WITH DEVELOPERS TO ENSURE ACCURATE AND SCALABLE EXECUTION.

PRODUCT DESIGNER INTEGRITY

ECOMMERCE 1 YEAR

DESIGNED AND BUILT SHOPIFY COMPONENTS AND INTERFACES, IMPROVING USER JOURNEYS AND SUPPORTING SITE FACELIFTS FOR BRANDS INCLUDING TRAPSTAR, SII BELLO, AND EMBI STUDIOS.

CREATED LOW AND HIGH FIDELITY PROTOTYPES FOR SHOPIFY BASED WEBSITES AND APPLICATIONS, ALIGNING BRAND IDENTITY WITH USER EXPERIENCE AND TECHNICAL CONSTRAINTS.

CONDUCTED UX RESEARCH INCLUDING MARKET, USER, AND COMPETITOR ANALYSIS TO INFORM PRODUCT DIRECTION AND DESIGN DECISIONS.

DELIVERED VISUALLY STRONG, FUNCTIONAL, AND PRODUCTION READY EXPERIENCES THAT BALANCED BRAND EXPRESSION WITH PERFORMANCE AND USABILITY.

PRODUCT DESIGNER TOYOTA

ECOMMERCE 1 YEAR

COLLABORATED WITH TOYOTA'S MARKETING AND PRODUCT TEAMS TO SHAPE AND DELIVER WEB EXPERIENCES ACROSS KEY PRODUCT AND CAMPAIGN INITIATIVES, INCLUDING THE KINTO LAUNCH AND CORE TOYOTA WEBSITE.

DESIGNED AND BUILT WEB PAGES AND REUSABLE COMPONENTS WITHIN A PROPRIETARY CMS, USING FRONT END TECHNOLOGIES TO CREATE SCALABLE, PRODUCTION READY SOLUTIONS.

TRANSLATED PRODUCT AND MARKETING REQUIREMENTS INTO CLEAR USER JOURNEYS AND INTERFACES, BALANCING BRAND CONSISTENCY WITH USABILITY AND PERFORMANCE.

CONTRIBUTED TO THE SUCCESSFUL LAUNCH AND ONGOING OPTIMISATION OF DIGITAL PRODUCTS, SUPPORTING BOTH NEW SERVICE OFFERINGS AND THE MAIN TOYOTA PLATFORM.