

# Jonny Packham

## Digital & Product Designer

### PROFILE

Creative design strategist, with 15 years of experience in a range of markets. Including medical, finance, media and many more via boutique design agency work. Strong believer in the value of learning. Passionate about creating visual systems that focus on clear communication, high aesthetics and streamlined processes for maximum impact.

### EXPERIENCE 01

#### Leva Clinic | Senior Product Designer

Private Chronic Pain Clinic with Digital Offering

August 2022 - Present Remote

#### Responsibilities

- Sole owner of design domain for the company. Working with the platform team, reporting to product manager and collaborating with development team to create and iterate on digital products for internal and external use.
- Owner of the company design system, using an atomic approach to component build, referencing brand guidelines creating a cohesive and robust system for the app, website and internal tooling.
- Brand Guardian, responsible for overseeing all digital and print based media conforms to the brand and wider heuristic principles, while expanding on the visual language and vocabulary of the company.
- Working closely with the marketing team to execute engaging and visually interesting campaigns, from static graphics to custom animation and illustration.

#### Select Achievements

- Created an atomic design system for the company, streamlining the visual language of the brand across all platforms and products, including app, website and internal tooling for the operational team.
- Typography, scale, iconography, colour and layout were categorised and tokenised, resulting in rapid prototype creation for features and reliable references for developers.



### CONTACT

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### SKILLSET

	Figma	90%
	Illustrator	85%
	Photoshop	70%
	Indesign	80%
	Dimension	70%
	Blender	60%
	Animate	75%
	Premier Pro	60%

### INDUSTRY KNOWLEDGE

Brand design • Product UI & UX  
Interaction design • Illustration  
Animation • 3D • Listening • Research  
Iteration • Testing

### EDUCATION

**Bachelor Of Arts - Graphic Design**  
Leeds College of Art  
2009 - 2011, 2:1 BA(Hons)

**National Diploma - Art & Design**  
Leeds College of Art  
2006 - 2009, Triple Distinction

- Using the Leva Brand, I created an illustrative animation, landing page and information hierarchy for a major campaign in line with pain awareness month, leading to biggest ever month for new patient volume. People who engaged with the campaign were 75% more likely to convert than those who didn't.
- Brought the Leva design system and brand theme through to a low code internal tooling solution, along with journey mapping and UI improvements, working closely with product and tech to significantly improve the user experience and efficiency of the operational team, who used the tool to process prescriptions and consultations for patients.
- UI/UX Redesign of "The Pain Management Programme"; a comprehensive, 12 module online course with audio and animated content, aimed at helping patients learn how to manage their pain. Reformatted all content, transcribed all the audio for greater accessibility and moved all content into a CMS that was compatible with our tech stack to bring the content into the app, and out of its web only state.

## EXPERIENCE 02

### Morses Club | Mid Weight Product Designer

Financial technology platform, personal finance and B2B

July 2021 - August 2022

Remote

#### Responsibilities

- Lead UI Design across 2 products and the company website, working closely with product managers and development team to ensure accuracy, high quality and clarity.
- Accountability, creation and maintenance of design system for finance app as a key member in the initiation of a core project for the company.
- Expanding on and streamlining the company brand by creating brand guidelines and applying them to their digital platforms.
- Worked with the head of marketing to deliver clear, concise and engaging web content / campaigns.

#### Select Achievements

- Worked closely with lead solutions strategist to put a solutions team in place, providing a way to request features and report problems with the products and platforms. Creation of a document outlining the ways of working in design, to promote a better culture and workflow within the company.
- UX & UI creation for "UMoney" App - based on nothing but a logo and a set of requirements, I created an Interface for the app that felt cohesive, had a good experience and adhered to accessibility and industry standards, which was used by the BA as the basis for rapid iteration and feature development with the product manager and development team.
- Creation of brand guidelines using the Logo and values, bringing improved visual identity and clarity across the company platforms, which before were confused, cluttered and had no strong sense of identity.

## Fyber | Middleweight Digital Designer

Small Marketing Agency, Leeds

July 2021 - August 2022

In-Office

### Responsibilities

- Worked as one of two designers, solely responsible for web design, wireframing and the design of pitch decks. Jointly responsible for the creation, styling and production of brand materials, including point of sale, ephemera, stationery and catalogues.
- Reported to the lead developer, creating websites for a high volume of clients at a fast pace, using bespoke UI kits and design systems.
- Direct client liaison in reviews of design work, taking their often complex and sometimes bizarre requirements and producing high quality work at a fast turnaround rate.
- Working with the CEO, producing pitches and concepts for branding, websites and printed materials to win contracts.

### Select Achievements

- Prior to my time at Fyber, designers were creating website layouts in photoshop before handover to the developers. This was often time consuming and not a reliable way to show intent for web UX / UI.

I introduced the team to Adobe XD and Figma, which significantly sped up the in-house workflow. I also trained the second designer in the tools, making it easy to iterate and collaborate on high quality prototypes - communicating a clear vision to the client and quality handover reference to the developers at build stage.

- Creation of 3d assets for displaying design work as in-context mock ups and their intended delivery. Used adobe dimension and blender to create packaging, environments and graphics for presentations to significantly elevate how Fyber displayed and pitched their work.
- Created a series of brand re-designs and website concept for "MGMA", a guild of Underwriters. The pitch won a contract with an initial funding to Fyber of £50K. MGMA became a long term client of Fyber as a result of my efforts.

