



JONATHAN 'ALEX' PURDIE

Product Design Leader

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Challenging paradigms for innovative progress is a team sport. I cultivate environments where people flourish.

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alexpurdie.co

Skills

— Product Design

— Design Systems

— Leadership & Mentoring

— Facilitation

— Enterprise & B2B

— Strategy & Service Design

Relevant Experience

Head of Design at 100 Shapes, London, UK

May 2023 – Present

- Established team structure for progression, defining core skills matrix for individual and company-wide growth
- Kick-started fresh weekly rituals for team updates, collaboration practices, training & collective learning
- Facilitated growth paths through OKR guidance & regular 1:1 meetings
- Reviewed all outbound design assets for quality while casting vision for brand re-development
- Maintained reporting of design team resourcing allotment while forecasting project needs to available talent, ensuring business success
- Collaborated with the People & Culture department to set up a freelancer pool of talent for short-term agency needs
- Routinely crafted service & design pitches for prospective clients, establishing templates for pitch creation leading to more seamless rapid new business efforts
- Engaged in core agency proposition strategy sessions as the sole product design expert, aligning agency goals with accurate market needs and team capabilities

Senior / Product Designer at 100 Shapes, London, UK

January 2021 – June 2023

- Maintained consistent client relationships with major partner brands while delivering sole UX advice to product development
- Initiated and executed stakeholder realignment sessions to streamline North-star adherence and set future planning in motion
- Activated systematisation efforts, leading to product development upstream from initial jurisdiction, uncovering hidden company insights across global branches of production hub partner
- Created unique solutions, elevating client products to innovation award nomination levels

**UX Designer at TaxSlayer,
Atlanta, GA, USA**

July 2019 – November 2020

- Supported consumer product UX team through research, analysis, and designing of wireframes
- Facilitated communication of value to business partners and stakeholders on a frequent basis
- Implemented improvements across the product on a consistent rotating project cycle

**UX & UI Design at The Home
Depot, Atlanta, GA, USA**

April 2018 – May 2019

- Maintained a full stack experience design presence across three different products
- Effectively communicated design improvements to development partners while being embedded with dedicated teams
- Led and facilitated regular strategic prioritisation and team dynamic sessions

**UX Consultant at LOOP,
Atlanta, GA, USA**

December 2019 – November 2020

- Maintained regular client relations as an embedded UX contractor
- Supported talent search efforts to expand client impact
- Advocated for continued brand efficacy for the stable reinstatement of service contracts

**UX Consultant at 3Ci,
Atlanta, GA, USA**

April 2018 – December 2019

- Maintained regular client relations as an embedded UX contractor
- Supported talent search efforts to expand client impact
- Advocated for continued brand efficacy for the stable reinstatement of service contracts

**Graphic Designer at V3
Magazine Creative**

2013

- Delivered custom graphic assets for clients including billboards, logos, pamphlets, & other custom visual design needs
- Deciphered client needs into tangible briefs

**Graphic Designer /
Illustrator at Imago Design
Elements**

2010 – 2018

- Maintained and established clients through localised marketing efforts
- Built brand identities and created custom logo illustrations
- Enhanced client brand assets with motion-based alternatives

Education

**BS - Economics, Berry
College, Mount Berry**

2016

Emphasis on Social Entrepreneurship & International Business

Additional Edification Courses

**User Experience Design Immersive, General Assembly
Atlanta**

March 2018

Apologetics & Leadership, Impact 360 Institute

May 2010

Notable Clients & Industries

ITV & ITV Studios

Production / Entertainment / Enterprise Content Supply

—

BBC News Labs

Media / Journalism

—

Marks & Spencer

Retail / Online Food Ordering

—

National Health Service

Government / Healthcare

—

The Home Depot

Warehouse / Online Retail / Enterprise B2B Software

—

TaxSlayer

Finance Technology / Compliance

—

Self Space

Wellness / Corporate Learning

—

Edisen

Creative Agency / SaaS

References

References available upon request