

# Calum Cooke

Lead UI Designer | [View My Portfolio](#)



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Location

33 Rockland Road, Liverpool

## Role & Responsibilities

As a Lead UI Designer, I have undertaken a range of roles and responsibilities integral to crafting exceptional user experiences.

My core focus revolves around developing detailed user journeys, intricate and well crafted design systems that align closely with each businesses core values. My expertise encompasses everything expected of a Lead Designer, including meticulous attention to the consumer needs and requirements, and developing them into highly visual and well informed user experience.

I collaborate seamlessly with product owners and project management teams, ensuring alignment with project objectives and timelines. Utilising user maps and profiling techniques, I have developed a deep understanding of user behaviour and preferences.

## Tools & Software

- I have become proficient in a diverse range of tools, crucial for the execution of product design projects, and I am always on the look out for new technology to streamline the design process and enhance collaboration.
- Utilising project management tools such as **Jira** and **Confluence**, I am well experienced in task creation and estimation, ensuring project timelines are met with precision. Documenting user flows, with clear communication to be shared among team members.
- For storyboarding and wireframing, I am experienced with software such as **Miro** and **FigJam**, presenting the visualisation of concepts and ideas.
- **Figma** is currently my go-to platform for managing and developing comprehensive design systems through their intuitive platform.
- I also have started my career using **Sketch** and how this can be stored within **Abstract**. I have been responsible for transitioning across to Figma from previous design systems within my current role.
- Figma provides great access to developers, inspecting assets through **Dev Mode**, however **Zeplin** is my preferred tool when exporting user flows when handing over user flows and specific feature iterations.
- When it comes to prototyping & mockups, I utilise a combination of **Figma Prototyping**, **Lottie**, **Mockrocket**, **Annix** to bring designs to life and implement effectively.
- Additionally, I am well exposed to analytical tools such as **Google Analytics** and **Hotjar** to conduct insightful research, informing design direction and refining user experiences.

## Developer Relations

- Having collaborated closely with developers within the team, I possess a deep understanding of backend processes, particularly in understanding data from APIs and utilising received data effectively within design frameworks. This direct collaboration has enabled me to bridge the gap between design and development seamlessly, ensuring that our designs not only meet aesthetic standards but also align closely with the technical requirements of the backend infrastructure.
- I would then deal directly with the Front End Developers, where I play a pivotal role in ensuring that design implementations align seamlessly with user-facing outputs while maintaining a strong focus on brand identity and business objectives. By working closely with frontend developers, I facilitate the translation of design concepts into user interfaces that not only embody the essence of the brand but also cater to the functional needs of the business.

## Out Of Work Interests

I am an avid sports fan, following Football, Golf and Horse Racing, and organise a Fantasy Football league with friends in my spare time. Last year myself and my partner adopted a black Labrador called Cooper, and now, a lot of my life free time revolves around him.

I also organise an annual bar crawl in my home town each Christmas, which started as a small group, 9 years ago, and has now developed into over 100 people partaking annually, including a best dressed competition & a raffle for charity, which this year raised over £650.

## About Me

I am a Lead UI Designer based in Liverpool, and after graduating from Leeds Arts University in 2018, with a 2:1 BA (Hons) Degree in Graphic Design, I have gained five years product design experience, and built a diverse portfolio along the way.

I got diagnosed with dyslexia in my second year of University, and have managed to turn this into an advantage. I quickly came to realise that dark mode was one of the most helpful tools when it comes to reading on a screen, and this has pushed me into perfecting setting up themes, and how this can be incorporated into design patterns for each business.

## Sectors

In the gaming and gambling industry, I have contributed to a range of products, including Sportsbook's, Casino and both Online and Retail Virtual Products.

My involvement in esports has allowed me to explore innovative design solutions tailored to the unique needs of this rapidly evolving sector.

Additionally, my work within the hospitality industry has focused on crafting intuitive digital platforms that elevate user experiences and streamline operations.

My experience extends to agency and freelance work, where I have successfully navigated various contracts and recurring projects with the same clients.

## Presentational Skills

I have experience presenting directly to company stakeholders, directors, and CEOs, effectively outlining project progress & insights. I am well experienced in organising & hosting collaboration meetings, among team members with an extensive understanding of the end-to-end flow of the Agile Management process, including grooming, sprint planning, and retrospectives.

## Career & Growth

My track record of working on successful products development is driven by a keen understanding of the differences between web and app development, allowing me to tailor design solutions that maximise the potential of each platform. I believe in the importance of continuous design integration and iterations, gaining feedback provided through prototypes and test environments to refine and enhance user experiences. This approach ensures that each product remain dynamic and responsive to evolving user needs.



### Lead UI Designer Universities Superannuation Scheme

June 2024 - Present

Over the past two years, I have defined a complex design system from the ground up, creating a scalable and reliable foundation, intended to support the organisation for the next 10 years. I have championed accessibility best practices, ensuring designs consistently met WCAG AA standards, managed design handovers with external development teams to build strong design-to-development relationships, and regularly led design showcases and walkthroughs for large, cross-functional audiences, both in person and remotely, clearly communicating user journeys and the rationale behind design decisions. I have also supported user testing through both primary user research on new concepts and end-to-end testing within UAT environments, helping to validate and refine solutions prior to release.



### Senior Product Designer Magellan Robotech

December 2022 - March 2024

Within 9 months of joining the company, I earned a promotion to the role of Senior Product Designer, being presented with the responsibility for the design of all products within the Magellan Robotech portfolio. This included providing continuous enhancements to a well-established Sportsbook, which generates millions of euros in monthly turnover. Additionally, I was responsible for the conception and execution of a bespoke, user-centric Sportsbook App, seamlessly integrating with the existing web product and maintaining data consistency. I also played a pivotal role in a unique B2B initiative, analysing virtual data and crafting a revolutionary virtual betting platform tailored to different broadband speeds across markets, from high quality streams down to a series of 2D design focused animations. I also oversaw the UI and customer-facing aspects of an extensive range of retail products available in Italian betting shops, ensuring a cohesive and impactful brand presence across various touch points.



### Product Designer Magellan Robotech

February 2022 - December 2022

Upon joining Magellan Robotech, I undertook the sole responsibility of migrating existing design assets from Zeplin and Abstract across to Figma, establishing a robust and adaptable design system to be incorporated across all online products. Utilising my existing expertise and learning new industry insights, I was able craft a refined and scalable process that is still in place this present day. This approach not only streamlined design workflows across the business but also significantly improved feature development and implementation. The efficiencies gained in the design process allowed for additional time and creativity during the ideation stage, ultimately improving the quality of our design outputs.



### Product Designer Degree 53/Bally Interactive (Contract Role)

April 2020 - December 2021

Following my time in a permanent role with Degree 53, I transitioned into a contractor role with the company, where I continued to collaborate with them for nearly two years across various projects within the agency. During this time, I took on the responsibility of engaging directly with clients, overseeing projects such as the design and user interface development of security software and a diverse range of sportsbooks tailored to different jurisdictions. Additionally, I had the privilege of contributing to Degree 53's journey during its acquisition by Bally Interactive, and as part of the team, I played a key role in developing a groundbreaking sportsbook app aimed at revolutionising the American market.



### Senior Product Designer Spec (Contract Role)

June 2020 - Present

I worked with Spec to build out a training platform for establishments in the hospitality sector. Over the past 3.5 years I have been responsible for the full design process of the business, which has now developed from a training platform to a full inventory system, including stock counts, invoicing and cost analysis. I improved the overall user experience of the complete web product, and revamped the entire usability of their app.



### Product Designer GGRecon (Contract Roles)

October 2019 - Present



### Product Designer Degree 53

February 2019 - November 2019

This experience focuses primarily on my skills and knowledge over the past 5 years. If you would like to know more about previous working history then please let me know.