

Hollie Lubbock

User Experience designer

Contact details

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About me

Hollie is currently the Associate UX Designer at Code & Theory London. Hollie is focused on helping clients create products and services that excite audiences and drive engagement. Over the last nine years she has worked on content-rich sites in the luxury, culture and publishing sectors, collaborating closely with clients to create user centred designs for a wide range of digital products, from large scale collections systems to small innovative app projects. She regularly speaks at conferences on a range of topics from team dynamics to using data to inform your product strategy.

Work experience

Associate Director, Code and Theory (Oct 2015– Current)

At Code & Theory Hollie worked closely with the senior management team to set the direction of projects, taking on a more UX / Strategy crossover role. Broadening her role in this way has given her additional skills in analysing business as well as user needs. She further refined her workshop and consultancy skills to aid in stakeholder alignment, training client teams and internal teams through ideation sessions. She mentors the UX team as well as the design team on design thinking, UX best practises as well as UX research.

Design director (redesign), The Times (Jan 2015–Oct 2015)

Hollie was brought in to run the design team during the recent redesign of the Times digital products. This was a complex project revamping the digital strategy and organisational change to support it across a large organisation. Day to day this role involved managing a team of internal designers and external agencies across multiple work streams and platforms, whilst liaising with the senior editorial & technology teams to make sure we were delivering for both end users and the business.

Lead designer, Bureau for Visual affairs (Jan 2011–Jan 2015)

Hollie worked at Bureau for visual affairs as the Lead Designer, running projects and UX work. The role involved a lot of client liaison and making sure the team was creating fantastic quality work. She still regularly got her hands dirty and worked with the team to produce UI and UX. She worked mainly with content rich sites in the cultural and fashion sectors.

Designer, the OTHER media (Sept 08–Jan 2011)

Hollie worked on a range of projects from concept stage to build, including Jasper Conran and National Accounts of Well being. Working as the lead designer on the V&A redesign and Paul Smith projects improved her client facing skills from pitching to regular client meetings. She started her love for information architecture and have began a personal project on user experience using open source projects to improve the agencies understanding of UX.

Freelance, Design Museum (Oct 07–2013)

I worked within the education team to produce educational print materials and produced and ran childrens' workshops, which involves making all sorts of things; from jewellery to boats to books.

Education

Central Saint Martins 04–07
BA Hons Graphic Design

London College of Printing 03–04
Foundation Art & Design

Skills

UX / IA

Talks / Conferences

Product strategy

User research

Experience

Code and Theory

The Times

Bureau for Visual Affairs

the OTHER media

SAS

Design Museum

References

Code and Theory

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Bureau for Visual Affairs

Tom Elsner
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References from clients are available on request.