

# Stephen Gerard Rea

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## Profile:

With 21 years of design experience Stephen has worked with numerous clients helping them to envisage their business goals by creating outstanding designs that put the customer at the heart of the product. This encompasses a broad portfolio of design achievements which covers service design, mobile applications, interactive products & games, along with product and architectural visualization. Adding to this Stephen has also worked as an Autodesk and Adobe instructor, teaching and mentoring literally hundreds of people and now give his knowledge away for free on YouTube.

Stephen has helped to introduce, lead and manage User Centred Design practices with an emphasis on lean agile methods which govern all of the design work he directs. The effect of this has been to help the companies Stephen has worked with to be more design lead in their thinking and thus more customer focused in their approach to services and products. This has meant in many instances having to build up or re-structure the design teams and their workflows and practices to make them more agile and customer focused.

At the end of the day Stephen still loves being a designer. At the heart of everything he does is a desire to produce designs that are truly beautiful *because* they balance both the desire to innovate with business needs and still keep the needs of the user central at all times.

## Career history:

### Jan 2014 - Present

#### Lead Design Manager – D&U Open Services Factory:

As a Lead Design Manager I am the design leader of the Orange Branded Device Experience Program, ensuring that we deliver world class User Centred Designs to our country partners throughout Europe and AMEA.

Keeping UCD at the heart of this program I also plan and schedule workloads and budget for my team as well as working with product owners to define yearly development cycles for continuous improvements to our users experience.

Whilst this is a management role I am a firm believer in leading from the front and support the team at every stage of the design process – from User Story writing to Logic Architecture - creation of wireframe Key Screens & User Journeys and finally polishing the whole experience with a cohesive visual style that helps to reinforce the notion of Holistic UX.

## Roles & Responsibilities:

- Leadership of the user experience and visual design of the Orange Experience design program.
- Management of design team and external studios.
- Budget responsibility of €650k pa.
- Work with Brand and Transversal teams to ensure that all work is on brand.
- Setting consistent standards across all projects with team and contractors.
- Organization and management of User Testing.
- Reporting directly to senior & upper management.

**Platforms worked on:** Phone / Tablet / Desktop - Android KitKat, Android Lollipop, and Material Design.

### **May 2013 – Jan 2014: Contract**

#### **Head of Design – Blackthorn Technologies Ltd:**

As the Head of Design I am responsible for upholding User Centered Design principles within the companies product portfolio and for the creation of a common design language for all functions of the company. Utilising a small team of designers I ensure we constantly deliver value back to the business after every sprint.

#### **Roles & Responsibilities:**

- Leadership of the user experience and visual design across all company functions.
- Management of design team, including budget responsibility.
- Ownership of UCD in all company software products.
- Setting the standard for wireframe production, process flow diagrams, detailed breakdowns of key screens and fully annotated high level user journeys.
- Setting the standard for UI asset production & delivery to code teams of on-spec pixel perfect assets.
- Forecast planning and development of a project.
- Help capturing of client requirements for addition into product backlogs and user journeys.
- Facilitating design team interaction with developers to ensure feasible designs.
- Agile Scrum practitioner. Working in sprints to ensure smooth delivery of the product backlog.

### **November 2012 – May 2013: 6 month contract**

**Senior / Project Lead UX/ UI Designer – Chelsea Apps Factory:** My role at Chelsea Apps as a Senior / Lead UI/UX Designer is to lead design projects and small teams of designers in producing high end bespoke mobile solutions for Fortune250 clients such as Deloitte, PWC, BlackBerry and William Hill. For each project I work on I am responsible for the UCD process – capture of client's requirements, UX design, wire framing, UI concept and UI Production as well as interfacing with code teams to ensure smooth delivery of a polished product.

Platforms worked on: **iOS, Android, Windows8, BlackBerry10, both phone and tablet, HTML5.**

#### **Roles & Responsibilities:**

- Client facing during the pitch, planning and development of a project.
- Help capturing client requirements for addition into product backlogs and user journeys.
- Project design lead, defining detailed UX and look & feel of UI.
- Implementation of responsive layout UX designs for multiple platforms.
- Wireframe production, including site maps, detailed breakdowns of key screens and fully annotated user journeys.
- Set the UI style by production of POC mock up's and moving through to full development.
- UI asset production & delivery to code teams of on spec pixel perfect assets.
- Interaction with code developers to ensure feasible designs.
- Scrum & Agile practitioner. Working in sprints to ensure smooth delivery of the product backlog.

**June 2012 –November 2012: 6 month contract**

**Lead Artist – Hooplo Media:** My role as Lead Artist is to work across the range of Hooplo's games, supporting other members of the art staff, providing guidance where necessary and to produce both in-game and UI assets and UX designs.

Platforms worked on: **Facebook**

Roles & Responsibilities:

- Production of game ready art assets.
- Overview of the UX journeys in the game.
- Development of marketing assets.
- Liaise with code teams to ensure smooth delivery of the game.
- Scrum & Agile practitioner.

**November 2010 – June 2012:**

**Senior Artist / Art Director Square Enix Digital Publishing and B.G.S.** – I was brought in to work on a variety of platforms and games ranging from a football based MMO through to point & click adventures on iOS and even larger franchise titles that are now cross platform. My role is to provide support to external studios by giving art direction and guidance where necessary and to also provide assets for the marketing teams.

Platforms Worked On: **Xbox, PC, iOS, Andriod, Xperia, Playbook.**

Roles & Responsibilities:

- Ownership and planning of the visual style.
- Managing the liaison with development teams.
- Define and plan the techniques, scope and performance of the art team.
- Maintain development style guides.
- Brief external development teams
- Establish reference material & mood boards.
- Outsource feedback.
- Develop marketing assets.

**June 2005 to November 2010 :**

**Owner of Neat Sphere Studios Neat Sphere Studios Ltd** – is my own limited company that I set up to provide training and visualisation services. I still own this company and still provide weekend training courses.

Roles and responsibilities:

- Managing Director
- Training Manager & Instructor.
- Production of 3D Graphics.

**December 2004 to June 2005 (contract basis)**

**Lead Artist / Art Manager Ideaworks3d Ltd** – I had been brought in to manage SIMS2Mobile, a redesigning of the 'Sims2' computer game for use on mobile phones. A double BAFTA award winning mobile games company with a string of hit titles to its name.

Roles and responsibilities:

- Workflow management
- Man Management
- Art Direction
- Creative Design
- Client interface

**March 2000 to November 2004:**

**Senior Artist and Product Specialist Superscape PLC** - An interactive 3D developer for fifteen years, producing it's own boxed virtual reality software and, more recently, it's SeV (Web 3D) and Swerve (Wireless 3D) technologies. Superscape is a dynamic small company where versatility and working together are essential skills.

Roles and responsibilities:

- Marketing Material
- Video Production
- Mobile 3D Gaming.
- Bespoke Training Material
- Research and development

**Aug 1998 to March 2000:**

**Graphic Artist -Silicon Dreams Studios** - A computer games company coming under the umbrella of Geoff Brown holdings. Game titles included WLS2000, UFEA Champions League 2000 and SWWS 2000 Euro Edition. A close kit team where ability to work to set standards and deadlines was essential.

Roles and responsibilities:

- Lead environment modelling and support player modelling
- Motion capture data used for character animation
- Experience of working for PC platforms, Playstation1, Dreamcast and Playstation2.

**Nov 1995 to Aug 1998:**

**Graphic Artist - Gee Broadcast Systems Ltd** - One of the country's leading suppliers of PC based broadcast equipment. A friendly family run business where I was able to work closely with experienced colleagues and develop a strong foundation in broadcasting.

Roles and responsibilities:

- Working with Sales department as instructor for company product portfolio, including being a 3Ds Max instructor.
- Product demonstration.
- Production of Television graphics for various UK clients, including the BBC.
- Beta testing hardware and software such as the Matrox Digisuit and Discreet's Paint & Effect (now Combustion) as well as the compositing software Fusion.

end.