

Freelance Highlights

Native

September 2016 – Present

User experience and in-vehicle UI and for an **automotive** company.

Albion

2015

Product development, concepting and user testing a conversational chat UI for a European **medical start-up**. Product development for a new digital service for **Compare the Market**.

Sapient Nitro

2014/15

Future consumer banking services for **RBS / Natwest**. In-store interactive experiences for **Tesco's** fashion brand (F&F).

Ostmodern

2011/12 & 2014

Video on demand multiplatform projects for **BT Sport**, **ITV**, **Channel 4** and Swedish telco **Com Hem**.

Burberry

2012 & 2014

Worked across many areas of **Burberry** digital presence focussing on the gifting, live show experiences, new product launches and mobile marketing sites.

R/GA, Proximity London, Euro RSCG, Spinnaker, The App Business, Spring Studios, Rufus Leonard & Razorfish

Previous contracts

Ran workshops and requirements gathering for **C&A** and concept work for **Argos**, **Armani** and **McDonalds**. In-store digital work for **Debenhams**. OS and mobile projects for **Credit Suisse** and multi-platform projects for **Microsoft**, **Chivas** and **Santander**, **Volkswagen**, **Orange**, **The AA**, **Capital One** and **Royal Mail**.

Permanent Positions

Common Sense Design

2000 – Present

My own company which I've used to work for many companies including major brands such as the **BBC**, **Disney**, **Virgin Media** as well as smaller companies such as **Flattr**, **Tribe**, **Smarkets**, **Vinetrade**, and **MyMedsAndMe**.

Yahoo – uk.yahoo.com

December 2006 – November 2007

RealNetworks – uk.real.com

2005/06

Gcap Media (now Global Radio)

2007/08

Setup a new UX team to manage Gcap's portfolio (**Xfm**, **Classic FM**, **Capital FM**, **Choice**) and 42 local radio station websites.

ntl: (now Virgin Media)

Head of Design and Development, 2000 – 2005

Ran a team (14 in total) of designers and developers who created and maintained the ntl websites, digital TV platform and consumer facing print.

I'm Alex Lee, a senior User Experience contractor with many years of experience with everything from huge international brands to one-man start-ups.

I define, design, prototype, test and launch successful products.

Get in touch

07872 560 610

alex.m.lee@gmail.com

www.alexlee.co.uk