

# KARL DIX

CREATIVE LEADER  
STRATEGY, PRODUCT  
DESIGN & UX



## PORTFOLIO & MORE

[targetblank.co.uk](http://targetblank.co.uk)  
[linkedin.com/in/karldix](https://www.linkedin.com/in/karldix)

## CONTACT ME

2-3 High Street, Cricklade,  
Wiltshire, SN66AP

[karl@targetblank.co.uk](mailto:karl@targetblank.co.uk)  
07718 304411

## ABOUT ME

With nearly 30 years of expertise in brand, marketing, product design, and UX, I bring extensive leadership and design experience, including the past 12 years in senior leadership and coaching roles within digital marketing and product focused teams.

I've successfully led small and large teams at major brands such as Yell, ZPG (Money/uSwitch/Zoopla), Dyson, and Everything Financial. Throughout my career, I've crafted impactful and profitable, products, services, and marketing strategies that consistently align with company mission, vision, values, and OKR's.

Passionate about design and team development, I emphasize creating clear growth paths for my teams while maintaining a hands-on approach to support upskilling. My proactive and motivated mindset drives me to constantly seek ways to enhance user experiences and improve delivery methods.

I collaborate closely with stakeholders and peers to ensure optimal outcomes, while carrying the flag for the design and UX seat at the table with measurable UX to help understand the impact on the ROI.

## MY EXPERTISE

- Qualified coach/mentor
- Strong experience in leading teams, F2F and remotely
- Excellent communication and organisation skills
- Strong interpersonal skills
- Certified Product Owner training
- Fully competent over Mac & PC platforms
- In-depth print and digital knowledge
- Working knowledge of HTML, CSS, PHP & Javascript

## MY SKILLS

- Figma
- Adobe Creative Suite
- UXPin, Axure & InVision prototyping tools
- Dreamweaver, VS code
- Mouseflow, hotjar (UX measurement tools)
- Power BI and Google analytics
- InDesign
- Acrobat
- Microsoft 360 suite
- Google (Docs, Sheets etc.)

## MY EDUCATION

### SWINDON COLLEGE SCHOOL OF ART & DESIGN

1993 - 1995

Level: HND Graphic Design

### SWINDON COLLEGE SCHOOL OF ART & DESIGN

1991 - 1993

Level: ND Graphic Design

## MY ACHIEVEMENTS

### EVERYTHING FINANCIAL (Current)

**Head of Design & UX** - Nov 2020 - Present day

- Created design systems for the our brands that use figma libraries, componetised code in React which allow efficient design solutions and delivery at pace, aswell as aligning the language within the teams
- Through user research, I increased form conversion across our main lead generation sites by 9% leading to an increase in profit of £200,000 per month
- Designed 'industry leading' banking journey's using open banking technology, that have on average 72% conversion rate and capture of 1.5 - 2 bank accounts

### DYSON

**Creative Head (Digital and Direct)** - Mar 2019 - July 2020

- Responsible for Dysons global marketing strategies, tailoring them to the market needs and ensuring consistency of roll out across all platforms.
- The strategies I created were key to Dyson's global 'direct' business net revenue reaching £1bn in 2019 and GB reporting a record £2.2m for Black Friday (2019).
- The implementation of AR for their products also led having a 'best in world' retailer.com experience for our users on 3rd party digital stores. This led to creating a partnership with Google and a place on their limited beta program for AR with-in search.

### MONEY (ZPG Group)

**Head of Brand/Design & UX** - Apr 2015 - Mar 2019

- Lead on the design and UX as part of ZPG's financial product strategy (Money, uSwitch, Zoopla and Bankrate) creating the solutions for partnerships with Nationwide and other major banks.
- As part of the acquisition of ZPG by Silverlake in May 2018, I managed the transformation and implementation of our design systems to one platform across money and uSwitch.
- Our PPC and SEO strategies were best in class, which allowed Money to be top of the google ranking consistantly and also achieved a 2-1 return in spend.

### YELL/HIBU

**Head of Brand/Design & UX** - Nov 2010 - April 2015

- Formed the first internal brand and marketing design team which lead to product and marketing working in collaboration.
- Created the business case which led to the first marketing B2B website which allowed all products and services to be accessed by SME's.
- Lead on the global brand transformation when we transitioned into global brand hibu. During which I also refreshed the Yell brand across all areas making sure it was digital first.

### SYNDICUT

**Creative Lead** - Oct 2006 - Oct 2010

- Designing for all different platforms and media, from print to online, mobile to web. Working alongside the owners/directors of the business, making sure that the collective group worked together as one.
- Clients included: BBC, Honda, Sony, Greenpeace, NHS, Zoefitg.

## WHAT PEOPLE SAY ABOUT ME:

"I met Karl in his first week at Dyson walking down a corridor, with no idea who I was, he introduced himself and wanted to find out where I worked and what role I had in the business. What a rare, and brilliant, trait which many can learn from at Dyson. He was genuinely interested in everyone and everything, but more importantly, how he and UX could help others around him.

Karl should definitely continue, and teach others, this enthusiasm and drive to improve our working environment. His depth of knowledge from previous roles has been educational in informing how we develop digital at Dyson.

I very much look forward to working with Karl on future projects and combining our demonstration and technology with digital first."

(360 degree feedback/appraisal 2020)

**"Karl is very proactive and led on identifying his responsibilities and role under the acquisition by ZPG and subsequently Silverlake/Red Ventures. It was a difficult period but he owned and led on the transition and process.**

**He started the alignment of design systems across ZPG involving at the time the current teams; building relationships across all UX roles.**

**He has huge design experience and knowledge and willing to share this with anyone, and will consider the strategic needs as well as jumping in and delivering the day to day work"**

**(360 degree feedback/appraisal 2018)**

"Karl is passionate and driven and goes above and beyond to exceed expectations. He has excellent knowledge of all areas of design and branding and is highly skilled in his field. He manages global teams effectively and is a pleasure to work with."

(LinkedIn recommendations)