

Karl Dix

2-3 High Street, Cricklade, Swindon, Wiltshire. SN6. 6AP
Tel: 07718 304411 Email: karl@targetblank.co.uk

I have worked in the Creative & User Experience arena for 28 years and designed for clients in a wide variety of industries. From entertainment to finance, software to travel, across both B2B and B2C. My digital design knowledge spans websites, mobile websites, mobile apps, global social media platforms and emerging technologies.

My passion is to look at the new and innovative and see how the future tech, ideas, inspiration can help us push forward and be first in fields. To look at and drive innovation in not only the digital world but physical too.

I believe that the customer/user should come first, and we should allow UX and design to move the company forward and function in all that we do, not just change how we look on a screen.

I like to have fun in all I do, as I'm a big believer that you don't have to be serious to solve a serious problem.

LinkedIn: uk.linkedin.com/in/karldix/

Portfolio: <http://www.targetblank.co.uk>

Work History

CURRENT ROLE:

Everything Financial – Remote (UK)

Head of Design & UX

Oct 2020 – Present

Here at EF, my role is one of many hats, ranging from Brand advocate/creator, customer sympathizer and acquisition strategist, Business strategy and design/UX leader.

Having worked for some big companies in the last 15 or so years, I wanted a new challenge and the chance to really shape the company by having design at leadership level. To enhance the way we work externally and internally to help EF become a great place to work and to have UCD at the center of all that we do.

During the last 2 years, I have helped to totally transformed the business as it was.

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Alongside our Head of product, I have shaped and ran regular strategy workshops with the leadership team, which have not only shaped the 5 year plan for the business, but also helps to inform the breakdown of how we get to that point and into our yearly/quarterly OKRs.

Our new teams now work from that plan and it helps to define the initiatives that will drive them. I have built a multi discipline design/UX team which covers UR/UX/UI and content design and they not only work within the product teams using agile methodologies, but also help to shape our understanding of our target audiences for marketing and social media activity.

This is most clear within our new EF brand and website launch. Utilising all our best practices from User research through to Front end development, we built a design system which allowed the clear communication between design and dev. We continually improve the UX through analysing factors such as page speed and load times, especially for our mobile traffic to have perfect 100 score for best practices with Googles Page Insight tool.

We have recently started to enter the next phase to include not only PPC but our Social, Email and SEO strategies to widen our acquisition and retention funnels, become more diverse and really start understanding our customers needs.

Core Responsibilities:

- Make sure User Centred Design is a driven part of the business DNA, and are part of the defined company strategy
- Work as part of the SLT to create and manage the company brands, their strategies, and roadmaps.
- Team strategy - Formation, Management through empowerment, coaching, mentoring and guidance
- Brand and marketing strategy for all our acquisition channels, in journey and retention comms.
- Drive conversation about design and align teams to common design and company OKR objectives
- Drive the introduction of new tools, practices, processes and platforms to improve Design/UX/Front End
- Create a deep understanding of our user problems and their behaviours based on our key audience
- Produce and guide creation of a design system to maintain user experiences and to create efficiencies across teams
- Creation of an empowered multi-disciplined teams which work on problems and make decisions based on data, with the understanding of the user/business need

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Dyson - Malmesbury, Wilts

Creative Head - Digital & Direct March 2019 - July 2020

At Dyson, I was responsible for everything digital & direct, this includes all the new product strategies through our global digital platforms and also our seasonal campaigns, these are cross category as well as category specific. These touch on our 80+ websites, 3rd party retail, all our social channels, paid search, email, display and also our physical demo stores.

I was responsible for encouraging cross team ways of working, to ensure not only consistency of message throughout the consumer journey, but also visual story telling across all teams and user touchpoints.

I built the team up to include a wide range of disciplines and experience levels, ranging from junior artworkers through to Senior leads (22 designers in the team). This allowed us to coach, mentor and grow individuals across the team by using techniques such as peer design crits, regular catch ups and retros and empowering each member to create their own path.

We worked using agile methodologies like scrum and Kanban. Each team is responsible for choosing the best tool for their workstream and then self improving their own workflow. They worked as part of wider multidiscipline teams including copy, UX and development. This led us to be able to create and turn around great campaigns and product launches which are world class and category leading, and also allowed us to work globally with our center of excellence teams and in-market creative teams quickly and efficiently.

One of the ways in which I achieved this was to encourage quarterly launch kits. These included guidance for markets on what strategy and creatives to use where and when. This was first used on our Q4 kit last year and brought together all 8 campaigns running alongside product launches globally across all our markets and was received well. We released these kits in a phased approach, always improving with feedback from markets to deliver exactly what was required.

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The latest cross category campaign I've worked on (Healthy Homes) has been Dyson's most successful global campaign to date. After the first full month of the Healthy Homes campaign, we achieved a global cumulative reach of 1.56bn online articles. Social mentions totaled 1,376 with a reach of 8.21m. We also saw a CTR 2.7 times more than benchmark on paid social. During the last 2 months, the average order value has risen from £260 to an average of £580, this was an increase of approx. +105% globally.

These strategies and campaigns have been key to Dyson delivering stats such as our global 'direct' business net revenue reaching £1bn in 2019 and GB reporting a £2.2m Net Revenue day on Black Friday 2019.

As part of the overall digital strategy, I was always looking at new innovative ways to improve customer interaction and seeing how we can push our digital boundaries by using things such as AR and VR to answer problems and create efficiencies throughout Dyson.

My AR/VR/XR research and guidance led the way in showcasing the what, where and when this technology could take Dyson as a business and was well received by my leadership team and Jake (Dyson).

The creation of this guidance led to using AR point and place for the first time in our consumer platforms, being one of the few brands chosen to partner with Google to be part of their limited beta program for AR within search, and also having a 'best in world' retailer.com experience for our users on our 3rd party digital stores.

It was also key when working on the new Dyson Zone, to see how AR could help with the consumer experience the technology and product without trying it on and having the worries that the pandemic was creating.

Core responsibilities:

- Formation and management of a multi-tiered design team
- Working within an agile scrum environment to deliver globally best first in class digital solutions
- Leading the team through coaching, mentoring and by example
- Strategy, evolution and development of product launches, campaign strategies and of the team
- Presenting/communicating all designs, user journeys and innovative ideas to leadership, peers and stakeholders
- Maintaining brand voice and consistency across all projects without restriction
- Overseeing the visual design and maintaining user experience through all processes throughout the customer lifecycle

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- Working with the UX team and developing test scripts for prototypes where needed, for testing all platforms
- Introducing new tools, practices, processes and platforms to improve UX
- Agency management to ensure consistent UX and branding, and delivering projects on time and to budget

Achievements:

- Implemented lean UX practices working within an agile framework
- Formed a strong multi-tiered design team, including content design thinking
- Led the organisational change through a user-centred design approach
- Delivered phase 1 of a multi platform design system, creating efficiencies in output and delivery
- Cross team sharing sessions, bridging gaps between teams to create closer WoW
- Google partnership on beta AR in search
- XR playbook to showcase Consumer and Business opportunities

“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 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 2019)

money.co.uk – Cirencester, Glos

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Head of Design & User Experience

April 2015 – March 2019

I came to money.co.uk to form a team that would be responsible for the creation, evolution and implementation of the design systems across the multiple brands. It would ensure consistency in the outputs across the different streams and include bringing content design into the process. This ultimately led to a more joined up way of thinking across their user journeys and work streams. My team worked and were developed within the scrum process using agile methodologies to find out and solve the user problems. They were self-managing whilst being focused on the highest priority user needs and business goals.

I also worked alongside other leaders within the company to lead and evolve the strategy behind the creative, brand and UX for the financial side of the company. This included working with the leadership team and supporting them through a £140m sale to ZPG Ltd (Sep, 2017) and achieved a profit maximisation objective as part of the earn out (increased EBITDA YoY from £8m pa to £12.6m (FY2018)).

As part of the acquisition of ZPG by Silver Lake (£3 Billion in May 2018), I managed the transformation to a single platform across the brands of money & uSwitch. This included the transition from vertically led teams to cross team ways of working. I worked on ZPG's financial product strategy across brands including money.co.uk, Zoopla, uSwitch and Bankrate. I also facilitated sharing and review sessions across the teams and worked with stakeholders to identify business goals.

Most recently, as part of the overall product strategy, I worked with leadership to develop the mortgage strategy for the business. We looked at the overall user life journey and how this impacted when they brought a home. This included workshops with key business partners within the market to see how we could deliver an end to end online journey in buying, moving to and living in your home.

Core responsibilities:

- Formation and management of a multi skilled team
- Working within an agile scrum environment to deliver world class digital solutions
- Leading through coaching, mentoring and by example
- Strategy, evolution and development of the brands
- Presenting/communicating all designs, user journeys and new ideas to leadership and stakeholders
- Maintaining brand voice and consistency across all projects without restriction
- Overseeing the visual design and maintaining user experience through all processes from start to finish

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- Working with the technical team and developing rapid prototypes where needed for all platforms
- Introducing new tools, practices, processes and platforms to improve UX
- Setting up the Atomic design systems and sketch to manage the outputs
- Agency management to ensure consistent UX and branding, and delivering projects on time and to budget

Achievements:

- Led the organisational change through a user-centred design culture
- Implemented lean UX practices working within an agile framework
- Formed a strong UX/design team, including content design
- Improved conversion by as much as 30% through best practice and UX research
- Reduced bounce rate on 5 key revenue areas by 28% on average
- Recognised by Google for not only delivering best practice for improved onsite journey for mobile (50% of our audience) but also reducing page load time to below market average
- Introduced the new brands and oversaw rollout into key areas of the company
- Delivered the product strategy, which in turn delivered year on year profitable company growth

“Karl is very proactive and led on identifying his responsibilities and role under the acquisition by ZPG and subsequently Silverlake/Red Ventures. It has been a difficult period but he has owned and led on the 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)

hibu (Yell) – Reading, Berkshire

Head of Brand, Design & UX
Oct 2010 – April 2015

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At Yell/hibu my role functioned across all areas of the business. I formed internal teams working across our global structure, with skills including copywriting, print layout, UX, IA, and UI design.

We were responsible a wide range of work and projects, from designing POS materials for our commercial support to developing the online brand/digital experience for our customers across multiple touch points and sites.

As a team leader, I looked after project briefing, time management, training and mentoring, and general everyday workload. The team was based in 4 locations around the world, Reading/London, Philadelphia (US), Seattle (US) and Cedar Rapids (US), which gave us almost a 24 hour working day.

I led the team on all major projects, as well as driving and guiding the brand transition and transformation when we went from a UK based brand to a global brand (hibu). During this we refreshed the Yell brand across all areas, were responsible for the brand playbooks, current and future, and also the education/evolution of this brand across the global structure.

I worked with our creative agencies to guide and steer their output so that it fell in line with best practice guidance, brand values and company ethics.

Throughout my time at the company I consistently delivered high levels of work, from both myself and the team, and I was recognised for this with awards for customer excellence, 3 years running.

Core responsibilities:

- Formation and management of a global multi skilled team, and working within an agile environment to deliver world class digital solutions
- Strategy, evolution and development of the brand playbooks for the new hibu and Yell brand
- Agency management to deliver projects on time and to budget
- Internal and external liaison, meetings and handover of final deliverables
- Being the voice of the visual language and ensuring the playbooks were adhered to
- Maintaining brand voice and consistency across all projects without restriction
- Overseeing the visual design and maintaining user experience through all processes from start to finish

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- Working with the technical team and developing rapid prototypes where needed for all platforms

Achievements:

- Worked with Landor to create a new global brand (Hibu)
Designed a new brand for Yell, Yell.com and Yellow Pages
- Delivery of all campaign activity, customer facing mini-sites and landing pages, including an extension of the playbook for this type of activity
- Managing our email comms, landing environments and mobile apps, ensuring best practice and bringing the CRM in-house to give us the capability for all design, build and delivery
- Streamlining design and build for campaign assets through a modularised design system and functionality
- Production of sales collateral and customer materials for both print and digital coverage. This included PDFs & printed brochures, POS, exhibitions & presentations

“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)

Syndicut – Abingdon. Oxfordshire

www.syndicut.com

Lead Creative

Oct 2006 – Oct - 2010

Clients included: BBC, Honda, Sony, Greenpeace, NHS, Zoefitg.

Designing for all different platforms and medias, 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.

Responsibilities:

- Senior client liaison, meetings and handover of final deliverables

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- Flash development of sites
- Day-to-day running of project management
- Overseeing designs through all processes from start to finish
- Responsible for 2 designers

Karl is a top class designer with a tremendous work ethic, he turns around work (design work in particular) amazingly quickly. He works fast and there is absolutely no lack of quality, in fact the opposite. He was a key hire into the team and in my view, over-delivered time and time again."

(LinkedIn recommendations)

Previous places of work available on request.

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Skills

- 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

Highly skilled in the following software packages

- Adobe Creative Suite
- Figma/Sketch
- UXPin, Axure & InVision prototyping tools
- Dreamweaver, VS code (other packages are also available)
- InDesign
- Acrobat
- Microsoft 360
- Google (Docs, Sheets etc.)

Outside of work

When I'm not sitting in front of my computer screen, I can usually be found out and about spending the time with my family and friends. Other than that you'll find me down the gym, in the swimming pool, out riding my bike and experiencing what life has to offer.

References available on request