

Nick Spiller

Full Stack Product Designer, Head of Design

A little about me, I'm an experienced design director within the financial industries. I was a founding member of a Fintech startup bank, growing the startup from conception to 100,000 users. I also run an app & web design agency which provides MVPs for startups. I've spoken at Apps world berlin, and Money 20/20 europe to crowds of over 1000 people. I'm a keen cryptocurrency advocate and am involved in a due diligence startup engaging blockchain technologies.

Head of Design, Loot Financial Services

Aug 2015 – Present

The design team was non-existent when I joined Loot. The company was still in its conception stage. I developed the original brand, the tone of voice, implemented UX processes, following the double diamond approach. Grew the team from 5 to 60 across three offices, and two countries through cross functional teams. I single handedly designed the webapp, website, blog, Android and iOS applications. I also developed our marketing strategy and visual to embrace snapchat and instagram. These campaigns directly impacted our customer acquisition leading to a CPA of just 18p.

Manging Director, Chipshopdesign.com

Aug 2012 – Present

Chipshop is my freelance studio I run alongside my current position. I have created brands, websites, apps and investor decks helping startup companies raise investment and build their own teams. Some notable clients I have worked with are Gymshark, Missguided, Open Inclusion, Justice Investor, saatchi & saatchi, sofar sounds and Adludio. One notable brief I undertook recently was to create a brand and High fidelity prototype for a social peer to peer gambling application.

UX Design Mentor, Designlab

Jan 2016 – May 2016

I mentored students during a 5 month period. They enrolled in a course for UX design and were assigned to me to oversee their progress, providing feedback and guidance. Previous students I have mentored in other roles, have gone on to work at IBM, GiffGaff and Facebook.

Lead Web Designer, Studio 44

Nov 2014 – Aug 2015

Creative web designer for a responsive web agency. Creating front and backend wireframe design and UX research. I take care to fully understand a clients brand before designing, that way the website can fully become an extension of their existing brand. In addition to responsive web design, my addition to the team saw studio44 offering logo and brand design. Other responsibilities included marketing materials for social media, print design, and SEO considered landing pages with conversion rate and analytics considered. In total I worked on about 60 websites, ranging from booking system webapps to restaurant websites.

VP of Innovation and Designer, Maybe*

Aug 2015 – Aug 2016

Approached to contribute to a new social shopping app, working directly with the founders. Maybe* crosses the line between social media and shopping. We've created an app that allows users to gather feedback on products before they buy. Whilst working with Maybe*, I contributed to customer research by taking part in and curating feedback. I contributed to their app design, marketing material and investor strategy. Notable projects undertaken while I was here included, designing their investor deck, website, brand guidelines, infographics, physical promo stands and social media campaign material.

Designer, Re:fresh Design Agency

Nov 2014 – Aug 2015

Whilst working at Re:refresh, I worked on a number of briefs, some in teams, some individually. The largest brief being a full rebrand of Bon Appetit, a local restaurant chain, based in the Cotswolds. I led the design and art direction of this rebrand, providing a complete overhaul to the branding, implementing guidelines, website, and marketing material.

Junior Designer Roles – Jam, Crane Creative & TonyG

Feb 2012– 2015

I started interning in branding and print agencies one notable company TonyG allowed me to design shop window displays for Prada, Bicester Village. After this I began freelancing for two companies JDOUK, and Crane Creative. At JDO, I worked on overhauling packaging for drinks brand, Canadian Mist, ready for their Austraila launch. Crane creative was my first plunge into web design, where I designed websites for watersports, and extreme sports, construction and bathroom tiling companies

SKILLS

Adobe creative suite, Sketch, Invision, Framer, Markdown, HTML, CSS, Javascript, React, Balsamiq, Atom, Zeplin, Principle, Google Ads, Lighthouse, Jira, Github, Gestalt UX principles, usertesting.com, nielson and mollichs principles, Public speaking, Leadership, Branding, Marketing

Awards

Winner –airberg.com, Silver Kent Digital Award for Best Online Retailer Website
Nominated – mcbridesllp.com, Kent Digital Award for Best B2B Website

Education

Degree – Graphic Design & Design Thinking, University of Gloucestershire

Diplmoa – Pshycology, Consumer Behaviour, Alison.com

Diploma – Art and design, K College

3 A levels, The Skinners' School