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Tim Torres
Lead UX / Product Designer

hiya!

I am an experienced designer, maker, technologist & problem solver. I care deeply about team culture, trying new things, and making long lists. Currently trying to explore the intersection of design × combating climate change.

education

Rochester Institute of Technology
BFA (Hons) New Media Design (2017)
BFA Photojournalism (2013-2016)
Immersion in Human Language Technology & Computational Linguistics

skills

UX Design	UX Research
Interaction Design	Design Systems
Prototyping	Visual Design
Concept Dev	Photography
Motion Design	Eating Office Snacks

toolbox

Figma	Sketch
Adobe CC Suite	InVision/Abstract
FigJam/Miro/Mural	HTML/CSS/JS
Webflow	Shopify
VS Code	Basic Electronics

experience

EY Seren
Lead UX Designer
May 2022 - Present, London, UK

- For a government-backed consumer-facing financial guidance website: led implementation of new navigational structure to better match users' mindsets when visiting the site; led pitch, planning and complete overhaul of outdated organisation design system; product design of pages & tools for new money guidance offerings
- Leading the formation of the EY Sustainability Lab within the London wavespace™ to inspire & facilitate sustainability conversations with our clients and test new offers & services. Connecting with other sustainability labs globally to align on a centrally-driven operation strategy.
- Leading the launch of the first makerspace in EY offices to support our people's maker mindset, physical product & service prototyping, and experimentation with new technologies; leading a team of 6 to deliver
- Constantly driving design operations & resiliency across the studio, mentor and career coach for 2 juniors + informal mentorship, L&D champion – leading learning event delivery, recruitment & frequent interviews, major contribution to BIMA web environment sustainability guidelines

Senior UX Designer
Mar 2021 - May 2022

- Delivered Accelerated Service Transformation Design playbook for a UK Government department to better serve the 67m people living in the UK
- Helped a top Malaysian electricity company develop a new digital service offering to increase engagement with customers, and provide extra value at key intersections of interaction & customer need
- Vaccine production & fulfilment monitoring dashboard for executive leadership, and ultra-cold vaccine storage monitoring dashboard for a multinational biopharmaceutical company
- Product managed and developed the EY Seren website, with 100% Lighthouse scores. Heavy emphasis on tech stack cost reduction, accessibility, SEO, and performance optimisation to drive ultra-low carbon use.
- Jumpstarted lagging onboarding process, scaling team from 1 to 10 people, running 8 complex parallel workstreams during 30% YoY increase in headcount across 3 practices × 3 offices

EY
Senior UX Designer (contract)
Jan 2021 - Mar 2021, New York, NY

- End-to-end design to development knowledge management platform, scaled from 1 to 3+ international manufacturing sites over the span of 18 months and 3 product owners. Program & local site stakeholder management to keep requests aligned to cohesive product vision and real user needs. *Extensive* frontend dev support for full-stack devs.

Senior UX Designer
Sep 2020 - Dec 2020

- Reporting & analysis portal for 16,000 quality investigators at dozens of manufacturing sites in a multinational biopharmaceutical company
- Innovation competition team mentor, UX bootcamp instructor, design thinking workshops, organised design team meetings, recruiting & interviewing, external brand development, started sustainability team, launched and analysed studio-wide emp-ex survey, and created & managed studio "suggestion box"

UX Designer
Jul 2018 - Sep 2020

- Redesigned and launched unemployment application website within 72 hours for a US state to help manage a 30,000x increase in applications during early covid-19 lockdown
- IA & UX of intranet for 60,000 employees at a multinational investment bank
- Design system and UX of platform for a leading global payments and tech company for issuers, services providers, and merchants to support operations, manage risk, and develop data analytics
- Responsive web UX/UI, motion/code prototypes for portfolio management and global funds transfer for ultra-high net worth individuals at a US top 3 bank
- Transformed new hire onboarding experience, starting with internal research to build a journey and identify key pain points. Built comprehensive strategy, physical & digital materials, and scaled new onboarding team from 0 to 6 people.

Freelance Designer
Product Design, Frontend
Aug 2017 - Mar 2020, New York, NY

- Built relationship with health food start-up to become trusted partner in all things customer experience. Redesigned, developed, launched and managed e-commerce site
- Extensive dashboard product design and development for Canadian drone operations compliance and fleet management company

NetDragon Websoft
UX Design Intern
Jul - Aug 2017, Fuzhou, Fujian, China

- Service design, research, CX strategy and motion design for company hotel
- UX and motion design for gaming app targeted at the North American market
- Received the top UX award for quality of work completed

Kodak
UX Design Intern
Jun 2016 - May 2017, Rochester, NY

- IA, product design for the Super 8 camera asset management tool. Defined and designed front & backstage touchpoints, from customer portal to shipping labels.
- Developed and stress-tested new brand guidelines during recent refresh, creating a full icon library used across print & digital, creating 3D product packaging mock-ups, and digital product design across web and native mobile
- Redesigned the global Kodak website homepage, level 1 landing page and navigation
- UI and animations for the Reel Film Finder app redesign. Live product created for film fans to locate cinemas showing movies on real film.

on the side

Thought At Work Design Conference
Co-coordinator, Team Member
2013 - 2016, Rochester, NY

- Co-coordinated team of 60 to run a three-day design conference averaging 400 international attendees
- Developed branding, concepted conference content and attendee experience, managed teams running key workstreams
- Collaborated year-round with an array of majors, departments, administrators, professionals, and company sponsors

things i'm learning

Finnish

Complete JavaScript Course (Udemy)

Hugo

British English slang

How to not let houseplants die

activities & interests

Sustainability	Hiking	Movies
Continuous Learning	Cycling	Books
Design Talks	Ultimate	LEGOs
Making	Dog Spotting	Google Maps Contributor