

Johnny Isaacs User Experience Designer

If you would like to get in touch with me or see my [work](#) please visit my [website](#) where you can find some of my latest projects.

Telephone: 07429 170438

Email: johnny@johnnyisaacs.co.uk

About me

A user experience designer based in London. I've worked with brands including Chanel, Harrods, Lloyds Online Doctor, Lloyds Pharmacy, Samsung, Waitrose, Hearst, Merck, MSD, Campus Society, Asda and most recently Farfetch.

I am passionate about the ways in which technology can improve the lives of everyday users and how through design we can create authentic, beautiful and seamless experiences.

Skills at a glance

- 12 years experience in UX Design
- Workshop facilitation
- UX Research - Qualitative / Quantitative
- User Interviews
- Experience and customer flow mapping
- Sketch, Axure, Invision, CC Suite, Framer, Figma, Keynote
- Experience ranging from large corporates to SMEs
- Team leadership and management

Latest Experience

Farfetch & Store of the Future

January 2018 - Present - **Product Design Team Lead**

Initially I was brought onto the team at Farfetch to help with improvements to their Black and White CMS. However, shortly into this project I was moved teams to lead up their store of the future initiative. In essence the aim of this exciting and ambitious piece is to bring an online shopping experience in store.

My task was to recruit and lead a team of designers that could bring this vision to life for a new partner, Chanel. This involved liaising with them through a series of workshops. We developed requirements based on both their clients needs and the needs of their staff members. This was a crucial element since very often sales staff have a one to one relationship with a particular client. My team and I created journey maps, conducted sessions in Paris, wrote use cases and acceptance criteria with the BAs, POs and engineers. During the pilot phase we mapped the new requirements to the perceived golden journey for clients and staff. Involving the design team and partner at every opportunity was key to ensuring that my team had all the tools they needed to be successful. In May 2019 my time with this initiative came to an end and I moved into the Back Office team to work with a new partner, Harrods. My involvement was more in an oversight capacity and to provide design a voice in the various discussions as this was a heavily engineering led project. Whilst doing this I have also been working on tools for other partners within the sphere of pricing.

Campus Society

July 2016 - January 2018 - **UX Team Lead**

Campus Society was a way for students around the world to easily connect and network with their peers, share knowledge and create a global community. At the heart of this experience were channels and these be used to create study groups, societies and more. I was recruited by Campus Society initially to completely revamp their User Experience starting with the the signup and onboarding process. Following on from that project my team and I worked to completely reimagine the app and web platforms. We created prototypes, conducted user interviews, and analysed this data to help drive the success of the app. One of my proudest achievements was that we achieved a number one ranking on the Apple App Store. After I left Campus Society, unfortunately the company struggled with direction and unfortunately in 2019 became insolvent.

Farfetch & Store of the Future

January 2018 - Present

Product Design Team Lead

Campus Society

July 2016 - January 2018

UX Team Lead

Hearst Publishing

May 2016 - June 2016

Senior UX Designer

Cognition X

January 2016 - April 2016

Senior UX Designer

Branchspace

December 2015 - January 2016

Senior UX Designer

Hearst Publishing

September 2015 - December 2016

UX Designer

The Edits

July 2015 - August 2015

Product Lead

Lloyds Online Doctor

May 2015 - June 2015

UX Designer

LincEdge

December 2014 - April 2015

UX Designer

Lloyds Online Doctor

January 2014 - December 2014

UX Designer

Mobile 5

January 2012 - December 2013

UX Designer

GH Space

January 2012 - September 2013

UX Designer

YOC Mobile Advertising

June 2011 - December 2011

Visual Designer

Pepagon

June 2009 - June 2011

Junior Visual Designer