Paul Argent

PRODUCT DESIGN – UX & UI DESIGN – CREATIVE DIRECTION – SOFTWARE DELIVERY

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PROFESSIONAL SUMMARY

Technically advanced and innovation-oriented Software Product Design Specialist with 20+ years of experience in the design of SaaS, Mobile, Web and Game Solutions to improve end-user experience. Combines hands-on UX/UI design skills with team leadership and management expertise. Well-versed in designing high-functioning software, leveraging user-centred design principles, engaging with key stakeholders, and conceptualising new product design ideas from conception to launch. Impressive track record of fostering long-term relationships with renowned clients, launching new products and services, strategically leading cross-functional teams, managing UX design and app development initiatives, and exceeding key client expectations. Proven expertise in UX/UI design, steering the end-to-end product design lifecycle, navigating the complexities of projects, and translating conceptual ideas into strategic design solutions. Adroit at launching industry-specific products that resonate with users and drive business growth.

AREAS OF EXPERTISE

User-Centred Product Design	User Experience (UX) Design	User Interface (UI) Design
Iterative Design Processes	Design Thinking Practices	Creative Strategy & Deployment
Technical Issue Resolution	Market & Trend Analysis	Client Service & Experience
EdTech & HealthTech Platforms	Team Mentoring & Leadership	SaaS, Web, Mobile & Games

CREATIVE DIRECTOR   Sep 2002 – Present
Milo Creative

- Establishing, managing, and expanding Milo Creative by developing and leading a high-performing team of 15 professionals and offering strategic design vision to the enterprise.
- Cultivating long-term partnerships with prominent entities, including BBC, Channel 4, Cisco, and Sony Music and esteemed institutions, such as the Science Museum, V&A, and UCL to achieve the company's goals.
- Supervising the development of talent and integration of user-centred design methodologies across projects to ensure the delivery of most advanced, creative solutions that resonate with end-users and stakeholders.

Accomplishments:

- Successful design and launch of new ventures, such as Exi and the advancement of scale-ups like Whizz Education, by leveraging a blend of problem-solving skills to navigate and address complex challenges.
- Garnered significant recognitions from institutions, such as Junior Design Awards, BETT Awards, Lovie Awards, Educational Resource Awards, and BAFTA Nominations to solidify design excellence/innovation in the creative industry.

PRODUCT DESIGN LEAD, PROJECT MANAGER   Jan 2019 – Present
Tender

- Successful launch of a new game-based service for neurodiverse teens in specialist school environments, designing a game, game engine CMS and an online student management platform to achieve learning outcomes.
- Overseeing the product design lifecycle by strategically leading cross-functional teams across game and web development domains and fostering collaboration with creative professionals and technical visionaries.

Accomplishments:

- Addressed critical gaps in Relationship Education for SEND students by empowering educators/workshop leaders and enriching educational frameworks to effectively facilitate student learning and track progress.
- Generated the expansion of service provisions to 25 specialist schools. Supporting the charity with ongoing national scalability to amplify outreach.

PRODUCT DESIGN LEAD   Jun 2023 – Oct 2023
Explore Learning

- Inspired and led a high-performing product design team in aligning learner needs with organisational goals; applied a cohesive UX design approach, promoted financial viability and facilitated the smooth handover to engineering.

Accomplishments:

- Designed a digital rewards and gamification system, yielding substantial cost savings of £250K in the inaugural year and £400K annually while impacting over 43,000 students of the organisation.

PRODUCT DESIGN LEAD   May 2017 – Oct 2023
UK Institute of Sports - Hormonix
- Managed the end-to-end product design lifecycle for a new lab-based SaaS. Created UX/UI designs and service blueprints for custom hardware, mobile and web applications in line with ISO standards for medical apps.

Accomplishments:
- Achieved an array of recognitions, including adoption by 2020 Tokyo Olympics teams, Manchester City, and Barcelona FC; received the prestigious Cutting-Edge award for excellence at Sports Industry Awards 2022.

PRODUCT DESIGN LEAD   Jun 2018 – Sep 2021
Cisco
- Interacted with industry giants (Cisco) and PR Agency (Harvard) in developing digital campaigns to notably contribute to Me+Moo, a social app for promoting 5G to reach a global media audience and communities.
- Conceptualised and designed a tongue-in-cheek dating application uniquely designed for bovine inhabitants of connected farms while ensuring the integration of technological features to meet specific needs.

Accomplishments:
- Surpassed a milestone of 10,000 user registrations within the first week by developing and implementing a gamification strategy, leveraging social sharing mechanisms, and accelerating user acquisition rates.
- Completed UX/UI designs for campaigns, such as E-Flex, Cisco Live EMEA 2020, Tapestry, and i-Trace in liaison with teams, tech leads, motion designers, and copywriters while solidifying partnerships with Cisco.

CHIEF CREATIVE OFFICER   Jun 2017 – Sep 2020
Sony Music - Lirica
- Originated a new gamified language learning app by utilising Sony's extensive international music catalogue, maintaining a high satisfaction rating of 4.8, and achieving consistent praise from tens of thousands of users.
- Conducted comprehensive user research to refine the product's design and ensure the successful launch and recognition in the App Store and Google Play, including features in Google Play's "Best Apps of 2018."

Accomplishments:
- Secured a significant $1M seed investment from Sony Music for the project while acting as a liaison between the CEO and CTO from conceptualisation to execution; guided the team through various phases of design.
- Advanced the frontier of language learning through innovative technology solutions by directing new team members in projects; received esteemed honours, including the Midemlab and Launchpad 2022 awards.

PRODUCT DESIGN LEAD   Apr 2018 – Mar 2019
Whizz Education - Maths Whizz
- Supervised the redesign of Maths-Whizz by leading a multi-functional team in designing a highly immersive, interactive environment to enhance user engagement and educational outcomes for 1,500,000 users globally.
- Performed in-depth user research with a focus on identifying pain points/preferences, crafting a cutting-edge gamification strategy, and implementing advanced features in collaboration with product design teams.

Accomplishments:
- Boosted learning outcomes for all students by effectively communicating with product owners and technical leads for ensuring seamless integration of a new platform and preserving user progress/achievements.
- Attained industry accolades, including a notable win at BETT 2019 for enriching the success of the relaunch initiative; optimised the design process by utilising Sketch to create wireframes, user flows, and prototypes.

ADDITIONAL EXPERIENCE
- Jan 2017 – Aug 2018 **Games to Promote Hygiene and Sanitation**, WaterAid | Jul 2016 – Sep 2017 **Jointly Care App**, Carers UK | Mar 2016 – Dec 2016 **Exercise Intelligence App**, Exi | Jun 2016 – Sep 2016 **Dino Jumper Campaign**, Paul Smith | Sep 2014 – Mar 2015 **Managing Persistent Pain**, ADI Health, NHS

QUALIFICATIONS/CERTIFICATIONS
- **BA (Hons) 1st Class in Fine Art and Critical Theory,** Goldsmiths, University of London
- **BTEC, Design for Interactive Media,** Hoxton Bibliotech
- **CPD, High Growth and Mentoring,** Startup Accelerator Network

AWARDS/RECOGNITIONS
- **Best Children's Interactive, C4 Life & Smart Stuff – Milo Creative,** BAFTA Nomination 2023 & 2004

TECHNICAL PROFICIENCIES
- Figma | Webflow | Miro | Notion | ChatGPT | G-Suite | Sketch | Adobe CS | Zeplin | Web | Games | Kiosks