

Jay Herbert

I am an enthusiastic UI/UX designer with over 9 Years experience working with some of the biggest names in the gambling industry. I like to specialize in transforming ideas and research into pixel perfect user experiences, I also have a wealth of experience in producing print and digital creative.

Work experience

UX UI Designer Mar 2018 - Present
PartyPoker, London

- Responsible for the complete redesign of the desktop application and mobile app.
- Creating comprehensive UI/UX guidelines for the online experiences.
- Collaborating with stakeholders and developers to deliver experiences from concept to implementation.

UX UI Designer May 2017 - Mar 2018
GVC, Gibraltar

Working with well established gaming brands such as Bwin, Party Casino, Foxy Bingo and Ladbrokes.

- Creating comprehensive UI/UX guidelines for the clients online experiences.
- Analysing online user behaviour, conversion data and looking at the whole customer journey working to improve conversion rates
- Collaborating with stakeholders and developers to deliver experiences from concept to implementation.

UX UI / Senior Designer Sep 2013 - Apr 2017
Betway, London

- Started in a small product team working on delivering affiliation applications before moving into a senior design role within the main design department.
- Help mentor young junior designers.
- Creating 3D assets for use as marketing assets.
- Producing Videos for use in West Ham Football clubs stadium.

Senior UI Designer Jan 2010 - Sep 2013
Netbet/Gimo, London

At GIMO, started as a junior designer and left as the senior UI designer, I was producing various online media, website designs, promotional banners, email newsletters and all other marketing materials. I mostly worked on the main Netbet website however, other clients that I worked with included the 770 Group, Nokia and Supercasino.

Education and Qualifications

BA (Hons) 2010
University of the arts London, London

Personal

Name
Jay Herbert

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Interests

Graphic Design

3D modelling & Rendering

Photography

Painting Murals

Reading

Video Games

Skills

Interface Design

Design Systems

Wireframing & Prototyping

Adobe CC

3Ds Max

Video Editing

Zbrush

Unreal Engine

Substance Painter

Print Design