

# Ali Adair

LOCATION London • E-MAIL [ali@aliadair.co.uk](mailto:ali@aliadair.co.uk) • TWITTER [@aliallover](https://twitter.com/aliallover) • WEBSITE [aliadair.co.uk](http://aliadair.co.uk)

---

## PROFILE

I am a digital product designer specialising in User Experience design, visual design and coding. I have something of a schizophrenic talent-set, with artistic, engineering, lateral thinking, communications and empathic strengths. I've forged these into what is now my professional design process.

My skill-set has been developed through a broad collection of career experiences. From founding, producing and directing a pre-youtube webtv startup, running a video production and event streaming agency, directing a web agency for charities, and working as a coder, lead UX researcher, designer and product.

I live by the belief that the tectonic plates of our online, tech, communications, and cultural worlds shift daily. A new day equals new fissures, ideas, innovations and opportunities.

---

## SKILLSET

Coding (LAMP, HTML, CSS, JS, PHP)  
Visual/UI Design  
UX/Product Design  
Team management

Information Architecture  
Creative (Visual, Product, UX)  
Video Production (Pre/Prod/Post)

---

## EXPERIENCE

### UX / UI Designer

#### PeerJ

Lead User Experience, visual design, marketing strategy and product management responsibilities at the disruptive Open Access scientific journal PeerJ, backed by Tim O'Reilly. Launched a number of successful design, marketing and product releases, including the launch of an additional sister journal. A key member of the small California and London-based team, playing an integral role in growing the journal from startup through to growth phases.

*May 2014 – Present*

### UX & UI Design / Front-end developer / Product Management

#### Wordsearch

UX and UI design and front-end dev. Delivered a number of high profile sites, and mobile apps, for clients such as Battersea power station and the new One World Trade Center.

*November 2013 – May 2014 (7 months)*

### UX & UI Design & Branding / Startup Strategy

#### Frugl

Worked with the Founder in a small team on the UX and UI/Rebranding of the mobile App and website for the low-cost London events app Frugl.

Implemented and iterated Lean Business Model Canvas. Carried out user-interviews, funnelling learning from qualitative data into UX documentation and feature development for the first MVP iteration of the app. Developed personnas, user stories, wireframes, paper and interactive prototypes.

*Dec 2013 – June 2014*

### **UX & UI Design lead / Product Design / Partner**

#### **Acumen Third Sector**

Developing a range of digital properties for charities including the UKDPC and the Fawcett Society. UX/UI development, frontend coding and company director.

*Feb 2011 – June 2013*

### **Digital Developer & Product Manager (Visual, UX, IA, Code, Video)**

#### **Freelance / Contracting**

*Jan 2009 – May 2014*

A range of projects, including:

**Dagensbedste.dk, Amine.dk, Musiknyt.dk UX**, Visual & Product Design, Project and Team Management Working on a number of high-profile Danish websites through conception, UX, design, off-shore dev team management (single contact for a 4 person design & dev team), hands-on frontend coding (jQuery, Flash), promotional video production. Lead product, UX, visual design and project management of a high profile content site, developed by an external agency, specialists in a required CMS. Managed moving of dev capability (knowledge, tools & processes) in-house for post-launch development.

### **Lead Visual / UX / Product Design, Founder & Director**

#### **Nexuslive.com**

Nexuslive was an exciting and original series of live online tv broadcasts, originating from 2 webtv studios in Edinburgh. It was presenter driven (think TFI Friday), music focussed, and 30 minutes long. A typical show included band performances, band interviews, reports filmed throughout Scotland, viewer generated clips and interactive games and competitions. It was the definitive Scottish music video magazine

One of the UK's first regular webTV shows, Nexuslive was an award winning (Ideasmart, PRSFoundation) enterprise that gained extensive media coverage (BBC Reporting Scotland, BBC Radio, NPR in the US, The Scotsman/Daily Record/Metro) and awards.

*June 2004 - Jan 2009*

### **Lead UX & Product Design, Director & Founder**

#### **Showstreams Productions Ltd**

Key role as web and print visual designer, user experience and interaction design lead, creative direction, project management, coding and hands on production. Critical role in securing and fulfilling contracts with a number of

large clients and contracts. There's no better education than the day-to-day running of a start-up!

Operations: visual design (web & print), digital UX solutions across web and streaming media, filming, editing, producing, live webcast show direction, video encoding, project and team/crew management product development, R&D pitch development, networking and partner development, business management and strategy.

**Clients:** Channel 4 Television, XFM Radio, Scottish Government, National Endowment for Science Technology and the Arts (NESTA), Scottish Qualifications Authority (SQA), Adelaide Fringe Festival, Rotary International, Scottish Institute for Enterprise (SIE), The Electoral Reform Society, Stoneridge Electronics, City Design Architects, Circular Records.

*Jan 2004 – Jan 2009*

### **Visual Designer / Director / Producer / Camera operator / Editor**

#### **Freelance / Contracting**

Delivery of creative video commissions for clients ranging from record labels to architectural firms. Concepting, visual design, camera operation, editing, audio post, video encoding, compositing and DVD authoring.

*Jun 2002 - Dec 2003*

### **Web Developer / Visual Designer**

#### **Freelance**

Visual design, UX, Coding (HTML, CSS, JS, flash) on a number of small website commissions. Clients included renowned artist Peter Kennard. Built and launched in the same year that Google launched (we beat them by a few months)

*Jun 1998 - Jan 2002*

---

## EDUCATION

### **Entrepreneurship**

**Moffat Centre (Business incubator)**

*2003 – 2005*

### **BEng Multimedia Systems**

**Napier University**

*1999 - 2004*

---