



# RDD

**Kate Margolis** / UX & UI Design Lead / PDF Portfolio

Throughout my career I have always strived to ensure that the passion and enthusiasm for my work has shone through, and despite my success as an independent designer, I achieve my greatest potential as part of a team.

I have learnt that having a platform through which I can question and develop ideas can harness greater creativity - although bringing creative inspiration to life doesn't come without its obstacles. Time management and working to tight deadlines are important in any industry, but the foundations and biggest challenges of design lie in communication. In my years of experience I have relished these challenges and used them to fuel my ambition and to maintain my own high standards.

If you would like a reference, please don't hesitate to ask.

#### Awards

YunoJuno Freelancer of the Year 2018  
CIMTIG 2009 Silver Award Best Consumer Press Ad & Outdoor Campaign  
CIMTIG 2009 Best Poster Campaign

#### Competitions

D&AD Global Student Awards 07 / Zenithsexistence.co.uk  
RSA / Sustainable Packaging

#### Exhibitions

D&AD New Blood presents the work of the Best Emerging Talent 2008

#### Education and qualifications

2005-2008 - BA (hons) Graphic Design, London Middlesex University  
2004-2005 - Foundation The University of the Arts, Chelsea Art and Design

#### Skill set

Over 15 years of industry experience across all design disciplines:  
Advanced knowledge of Adobe CS; **Indesign, Photoshop & Illustrator**  
Advanced knowledge of **end-to-end process's** with extensive  
experience in **UX and UI, specific to product development**  
HTML basic knowledge and understanding of up-to-date practises

**Sketch**

**Zeplin**

**Figma**

**Invision / Invision Studio**

**Abstract**

**Miro**

**Jira**

Extensive knowledge of both PC and Mac platform

Word, Excel and e-mail applications

Knowledge and interest in contemporary art history and design

## Contract Creative Positions

### **The Marketing Store / Principle UX and UI Consultant**

Leading all digital creative on McDonalds

### **Space / Principle UX and UI Consultant**

Responsible for all UX & UI for this on-demand storage app.

### **McCann Central / Senior UX and UI Consultant**

Facilitated UI and UX project for Dunlop HiQ.

### **Thursday / Principle UX and UI Consultant**

Redesign of this new dating app. Facilitated improving the branding, UI and key user experiences across the journey.

### **ATG Tickets / Principle UX and UI Consultant**

Working on a digital transformation across the website ticketing platform.

### **allplants / Principle UX and UI Consultant**

Vegan subscription services digital transformation of their website platform and general user experience across the brand.

### **Foolproof / Principle UX and UI Consultant**

Working for ATG Ticket on a digital transformation across their ticketing platform.

### **CX Partners / Principle UX and UI Consultant**

Hertz results UX/UI exploration and AXA PPP Healthcare user research, working with key stake holders across both projects.

### **Ogilvy / Creative Lead**

Working on digital creative for American Express and British Airways.

### **Cake - Havas / Product Design Lead**

Working on digital creative for Coca-Cola and Barclaycard™.

### **Imagination /Product Design Lead**

Jaguar Land Rover Paris Motor Show 2016 app and subsequent designs for the campaign, Formula E registration and Spec Pods.

### **studio@re.fresch / Creative Lead**

Working accross numerous digital creatives for Virgin, Anchura, and other fintech.

## Established Creative Positions

### **Thirdfort / Head of Design**

**08/2021 - 11/2022**

Building a talented design and UX research team, cultivating an environment for autonomy and creativity. Collaborating with the Product and Tech teams on a daily basis and managing stakeholders. Understanding our core user needs and data to inform the redesign of all existing products, elevating them into mature user-centric experiences. Implementing research processes and improving ways of working. Being a design and UX ambassador and taking opportunities to represent Thirdfort in the design, UX and tech industries.

[thirdfort.com](https://thirdfort.com)

### **Mindful Chef / Product Design Lead**

**06/2020 - 06/2021**

Actively involved in product strategy and delivery. Researching and thinking through complex user problems, finding solutions, mocking them up in detail and working with engineers to build them. Expanding the Mindful Chef brand across all digital touchpoints. Developing processes and frameworks to enable consistency and efficiency through design systems.

[mindfulchef.com](https://mindfulchef.com)

### **breakupbuddy / Creative Director**

**12/2014 - 07/2016**

Designing all elements for the brand whilst working with developers to build the iOS/ Android app. Working closely with the founder to carve, craft and produce the entire UI function whilst managing a team of developers and other designers, copywriters and project managers.

[breakupbuddyapp.com](https://breakupbuddyapp.com)

### **The Virtual Forge / Creative Director**

**12/2010 - 12/2013**

Leading the studio as VF CD, I explored the realms of design through a multitude of innovative & exciting platforms. Gained valuable experience in UI/UX and design for mobile tools & internet applications. Website design & branding were key elements, as well as daily management of client expectations.

[thevirtualforge.com](https://thevirtualforge.com)

### **Truly Advertising Agency / Graphic Designer**

**06/2008 - 11/2009**

Graphic designer specialising in advertising for leisure and travel. Clients included 188Bet, AIG, Isle of Man, Yorkshire Tourist Board, Fred.Olsen Cruises, Port of Dover and more.

[www.trulylondon.co.uk](https://www.trulylondon.co.uk)

## Testimonials

While my expectations were high, Kate exceeded them constantly.

**Tim Caynes**

**Principal Designer, Foolproof**

Kate joined us to work on a super challenging project to lead the experience design, working with product owners, developers and business stakeholders to bring to life a vision for digital transformation. While my expectations were high, Kate exceeded them constantly, proving that she is excellent in a design leadership role, delivering consistently high standards of design work, but also managing expectations, working closely with the teams to ensure timely delivery, and keeping a cool head in the fast-paced environment of an agile project team. More valuable than that even, Kate is an amazing design colleague and partner, supporting the rest of team and helping them make the right decisions based on the customer insights and business requirements. Kate is highly professional, exceptionally pragmatic and just an excellent, honest team member. I'd recommend anyone looking for a first-rate freelancer to pick Kate.

An incredible asset to any team, both established and new.

**Mitchell Mark**

**CCO, nez**

Kate joined nez as our Creative Lead in December 2017 for 3 months full time and wound down to giving ad hoc support. She was tasked with overhauling our entire brand and introducing a full suite of UI components for our app. She's incredible in keeping a number of stakeholders with differing ideas all at bay and is great at both concepting all the way through to execution. Throughout our year of scaling up nez, whenever we've needed a hand, no matter how last minute, Kate will work the extra mile and deliver over and above any expectation. She really is best-in-class and I couldn't recommend her enough.

Kate has been a revelation for our company.

**Claire Jarvis**

**GM, HubBox**

We were looking for someone to provide us with a sophisticated new website design, but one which we could iterate and change content for as our business evolved. Kate heard the brief loud and clear, and gave us something that was both creatively appealing and sufficiently flexible to enable the design to move with our business development. Since then we've involved her on ad hoc pieces of print and digital design work - it's always excellent, both visually and technically. But perhaps the best thing about working with Kate is that she is a great person. Always professional, but fun and easy to work with, even for those of us that have a non-existent design or tech background. She explains things well, isn't afraid to say she doesn't think something is a good idea and always has a far superior alternative suggestion.

## Client highlights

*Coca-Cola*



**Hertz**®



**BBC**



**vodafone**



**SEGA**™



**DIESEL**®



**NETFLIX**



## Branding work



### Logos from left to right

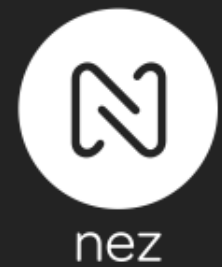
iHub:	Telecommunications
Ryder:	New 50's style boyband
Will Patrick:	Branding design for new photographer
breakupbuddy:	Social media app alleviating loneliness
Barclaycard:	Pitch logo for 'be' festivals

**Anchura**  
*The capacity to excel*



**tapd**

**ATG** Tickets



**Logos from left to right**

Anchura:	Asesors for corporate companies
AVRillo:	Solicitors branding - logo stamp
tapd:	US Alumni jobs database
ATG:	Global ticketing platform
nez:	App for local food and drink offers

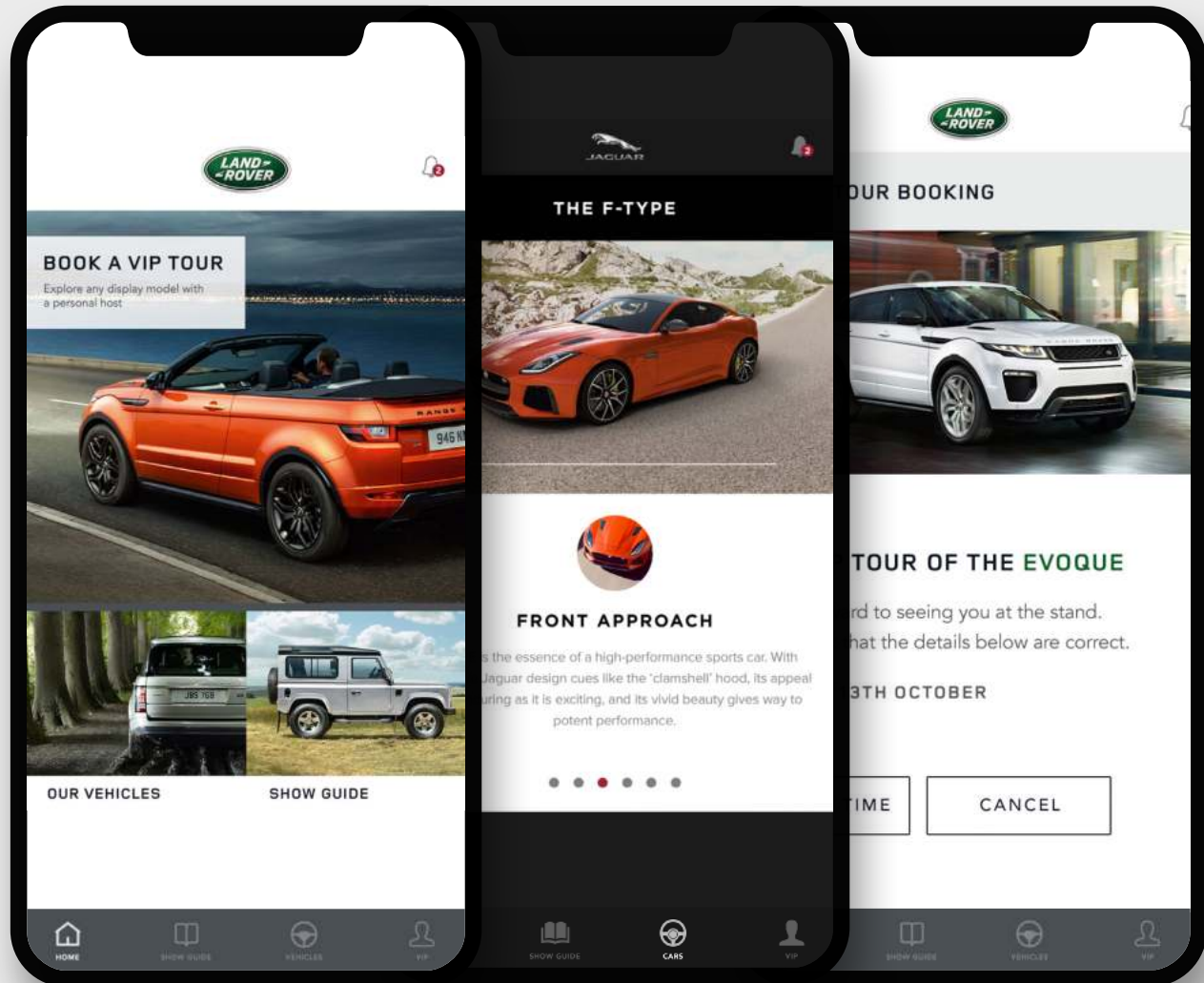
## Product design

### Jaguar Land Rover (Imagination)

This app was specifically designed to book a VIP tour of the Jaguar or Land Rover cars. Within the app, you can unlock exclusive content about the models by walking up to the car with the phone's blue-tooth activated, find out your nearest retailer and book a ticket at the Jaguar Formula E Virtual Reality stand.

UX

UI



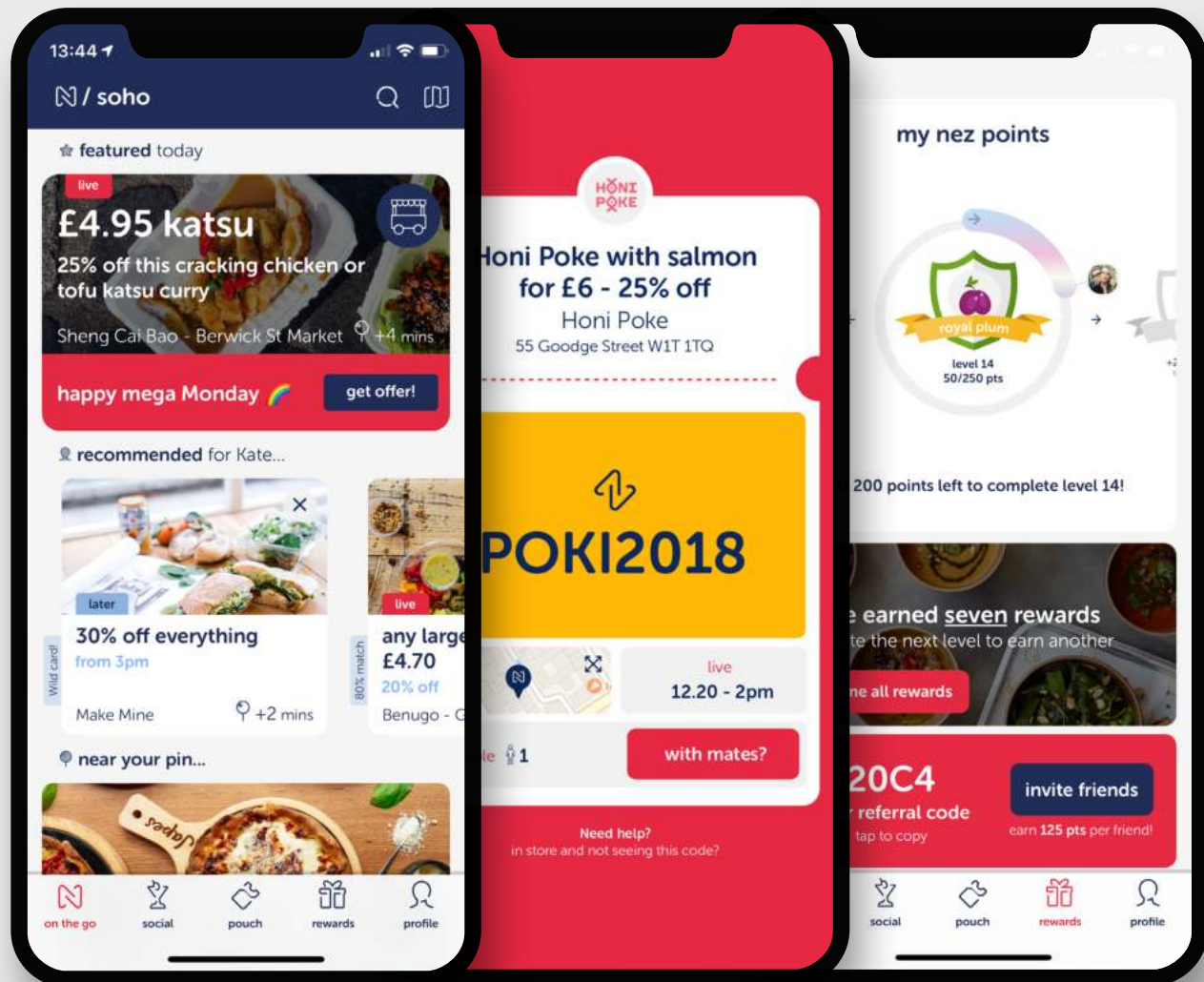
## nez

nez saves users money on breakfasts, lunches, after-work drinks and everything in between. With over 45 partners & 300 exclusive weekly deals from local favourites within the Soho and Fitzrovia, nez drafted me in for development of the phase 1 app redesign and branding, giving them new tools and assets to market the app to new and existing users.

UX

UI

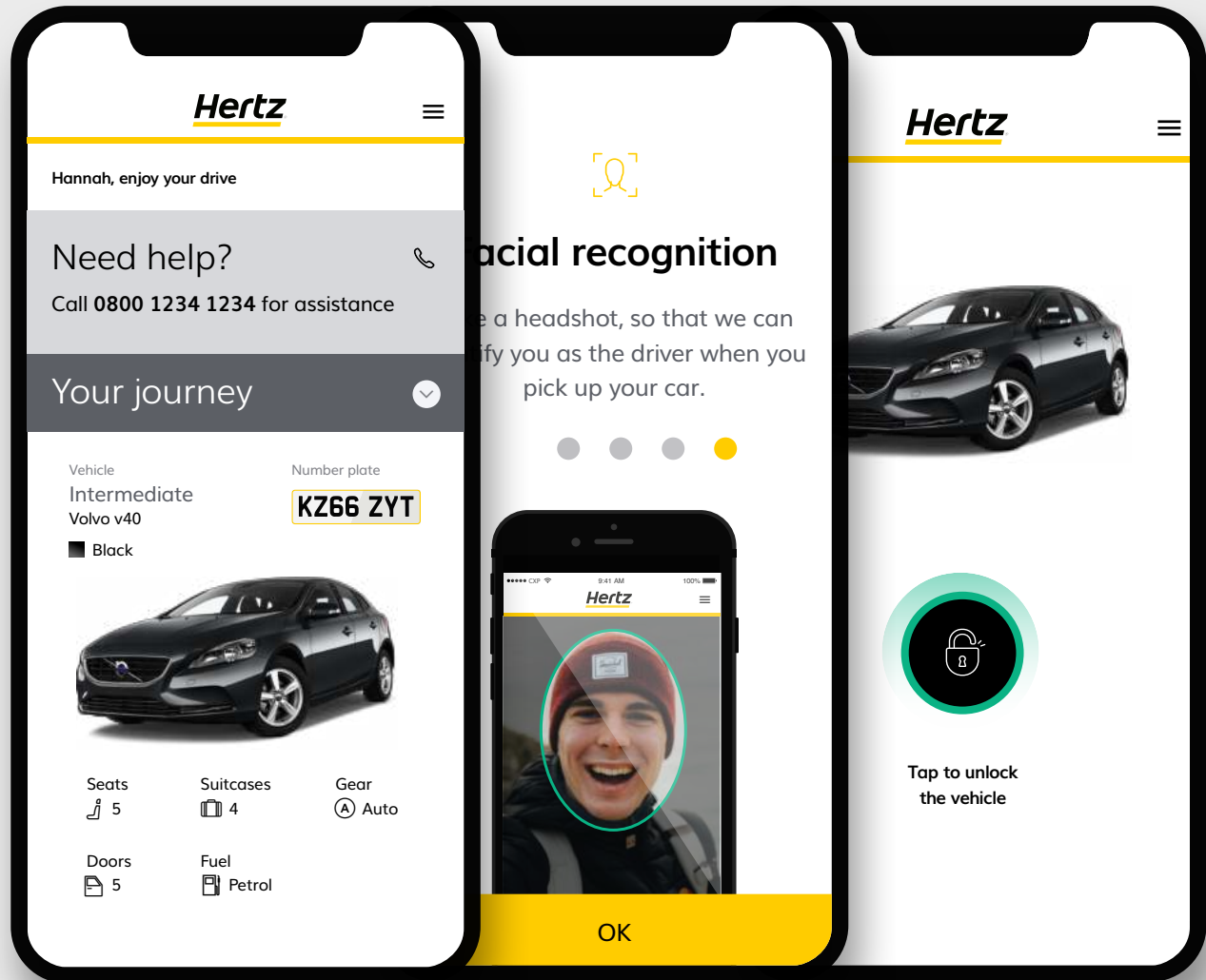
BRANDING



### Hertz FastTrack (CX Partners)

I was responsible for the UI design of Hertz FastTrack, a new app designed to help eliminate waiting times for collecting rented cars. The unique functionality of the app is the ability to unlock a rented car via face recognition. My task was to produce a design that was simple and clearly instructed while harnessing the ability to allow customers into their cars.

UI



## Mindful Chef

This project's focus was to re-skin the existing subscription account app, improving the user experience and design in-line with the new branding. The main goal was to leverage the use of the design system and build upon its components.

UX

UI



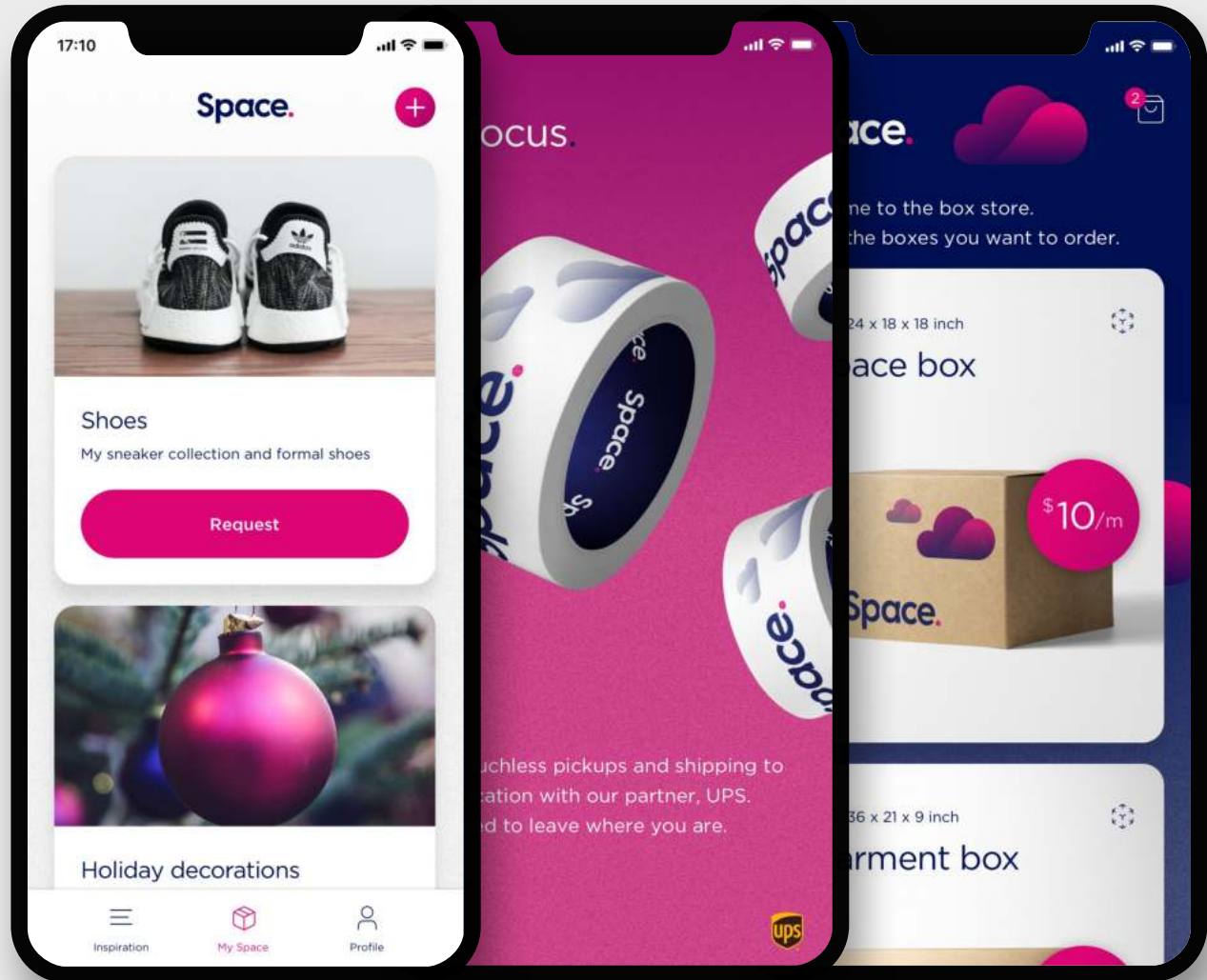
## Space

An on-demand, subscription-based storage company drafted me in for UX development, design and branding for their app. This was an end to end project, engaging with stakeholders and partners for their US launch.

UX

UI

BRANDING



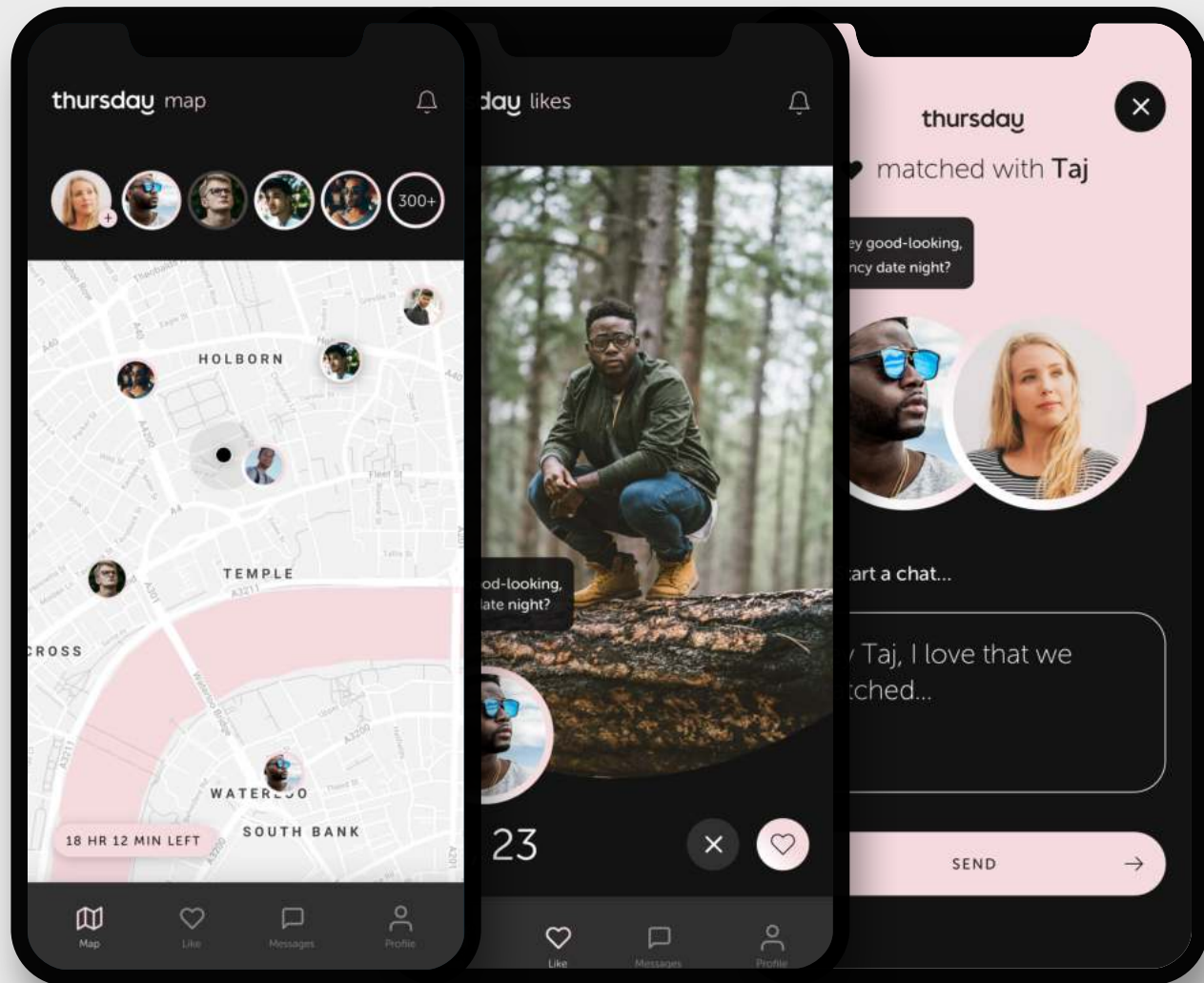
## Thursday

A new dating app where every Thursday comes to life with the people nearest you who also want to meet that day. My task was to help them refine their value proposition, redesign the branding and apply user-centric thinking to the experience of the app.

UX

UI

BRANDING



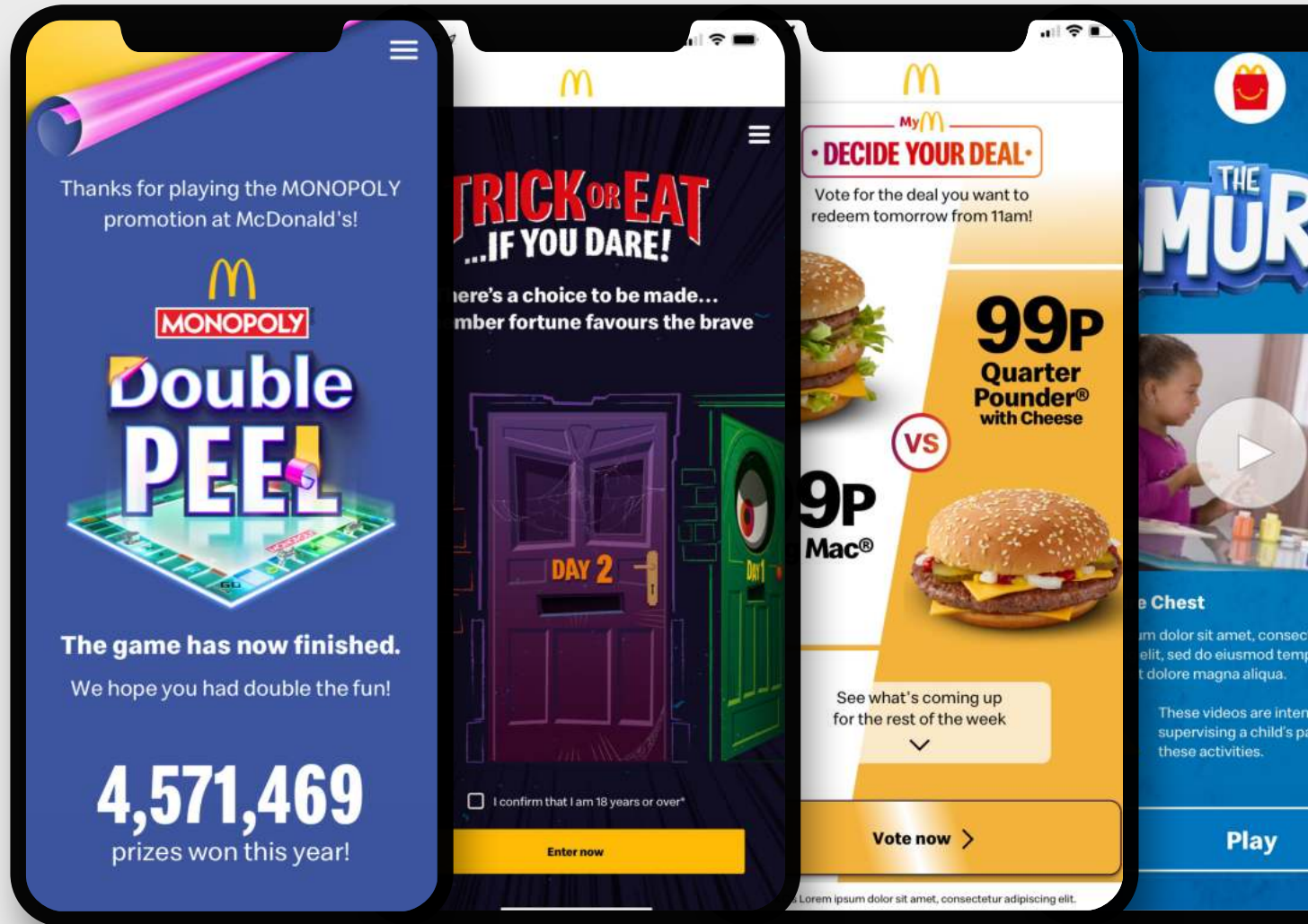
### McDonalds (The Marketing Store)

Take digital lead on creating all McDonalds in-app activations. From the famous Monopoly Peel to smaller campaigns to support Halloween, Smurfs, July voting, Christmas, Happy Meals Little People Big Dreams and many more.

UX

UI

BRANDING



## Print design

### Pulsar

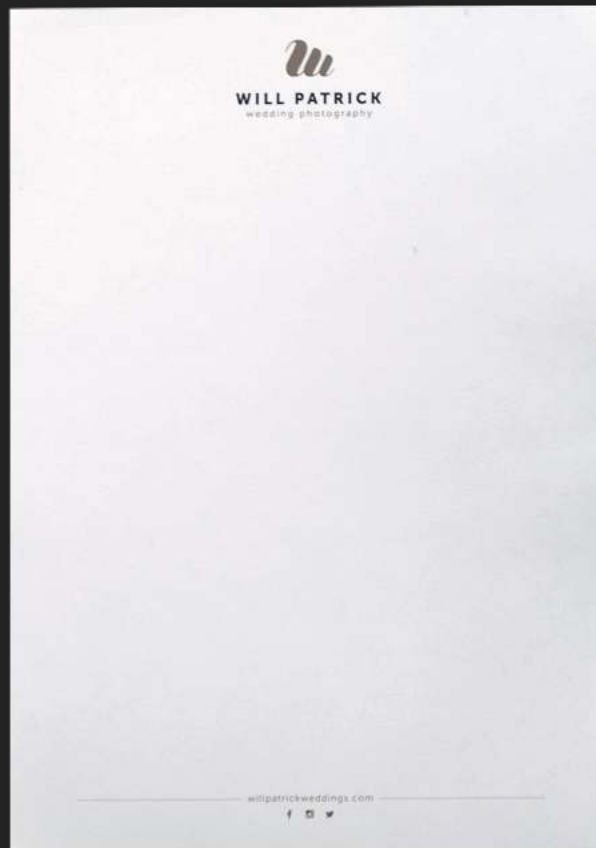
Print and digital magazine for social research company Pulsar. This magazine was content-driven with analytical and big data from the automotive industry, mainly Audi, BMW and Mercedes.



## Stationary

### Will Patrick Weddings

A prestigious wedding photographer who prides himself on his fun and relaxed contemporary approach to photographing weddings. With that in mind, the brief was for classy, sophisticated and clean, whilst screaming 'wedding with a creative twist'.



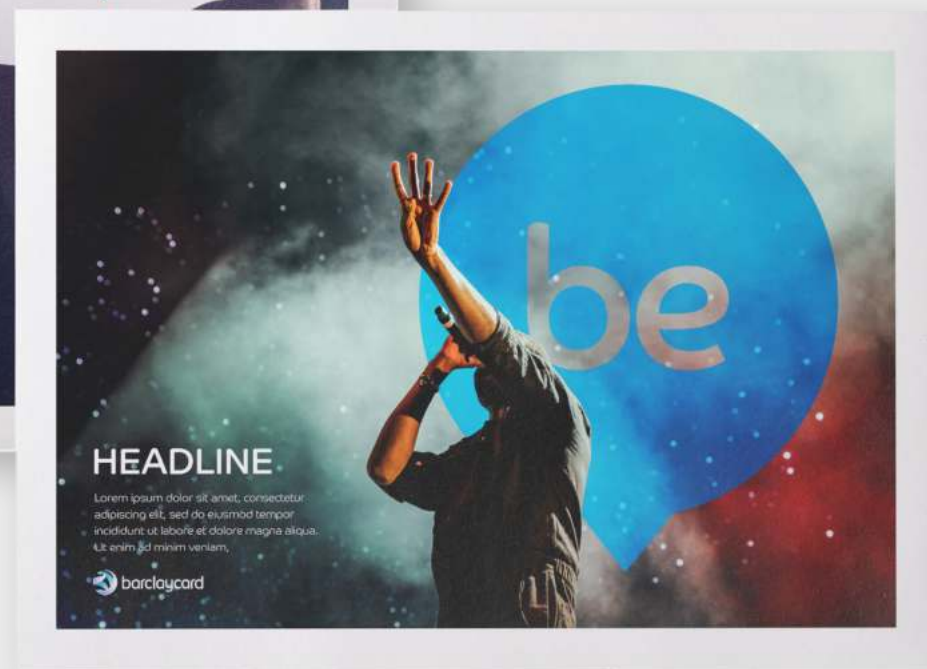
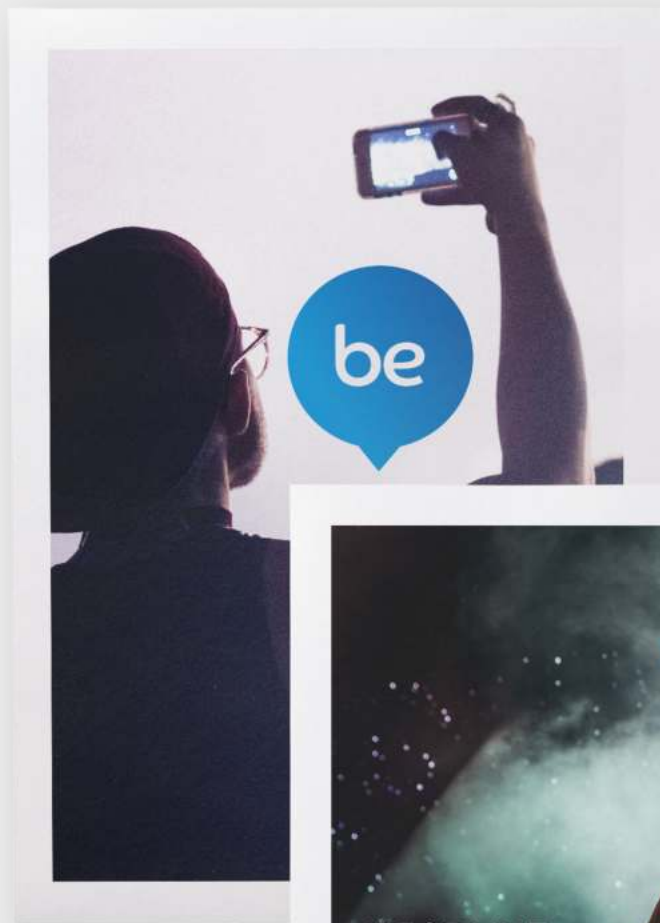
## OOH Advertising

Examples of OOH advertising across  
Netflix, The Body Shop, and nez.  
More examples available on request.



### Barclaycard (Havas)

Print and digital material for Barclaycard™. With their expertise in innovative payment technology, this pitch was to highlight festival goers' experiences of being in the moment. People attending festivals would benefit from contactless technology and seamless payment integration through mobile apps and hot spots to 'be' in the moment.

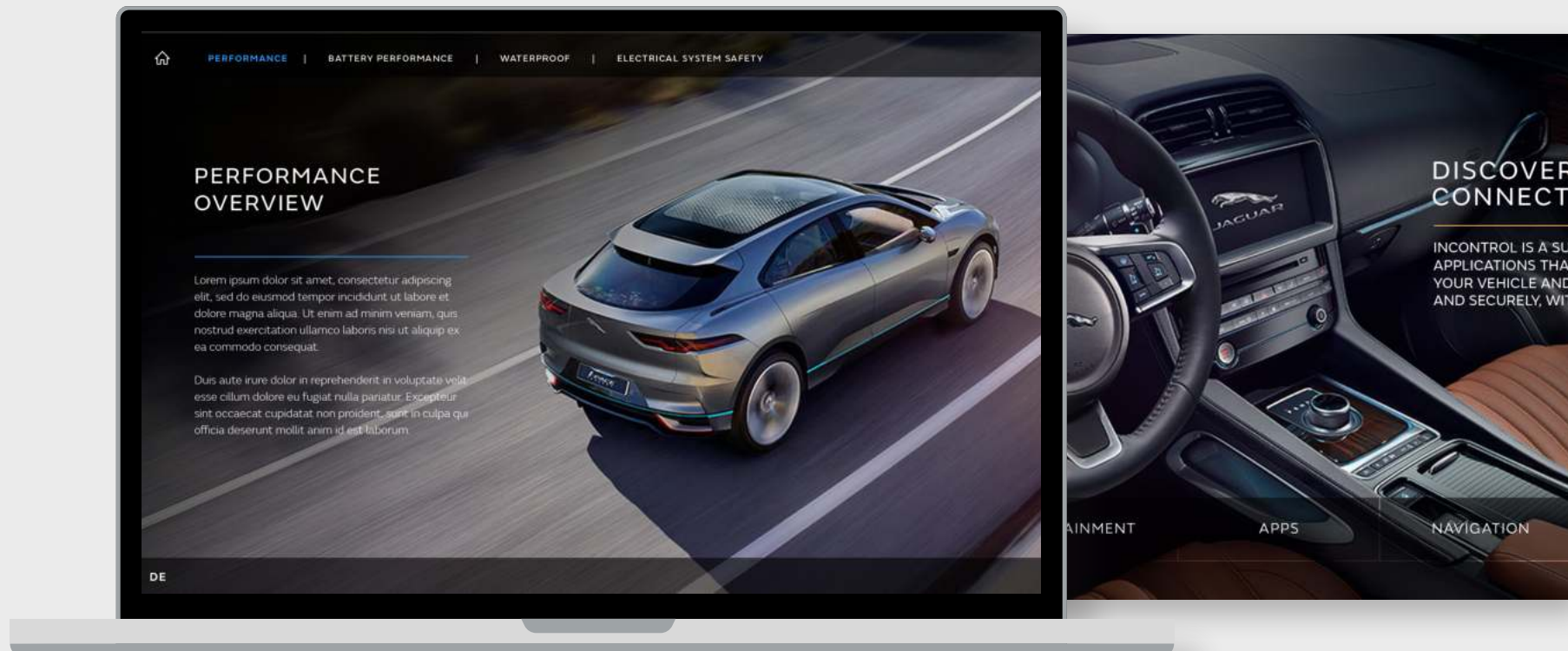


**Paul Hastings (Instinctif)**

A pitch campaign idea based on presenting to a solicitors firm that implicit bias is rife in the workplace. The campaign title packed a punch with the fact that 'it takes 7 seconds to make your mind up about someone and 6 months to un-make it'. The idea behind it was bold statement of revealing / ripping the layers off of an unidentified person who could be a key player within the business.



# Websites

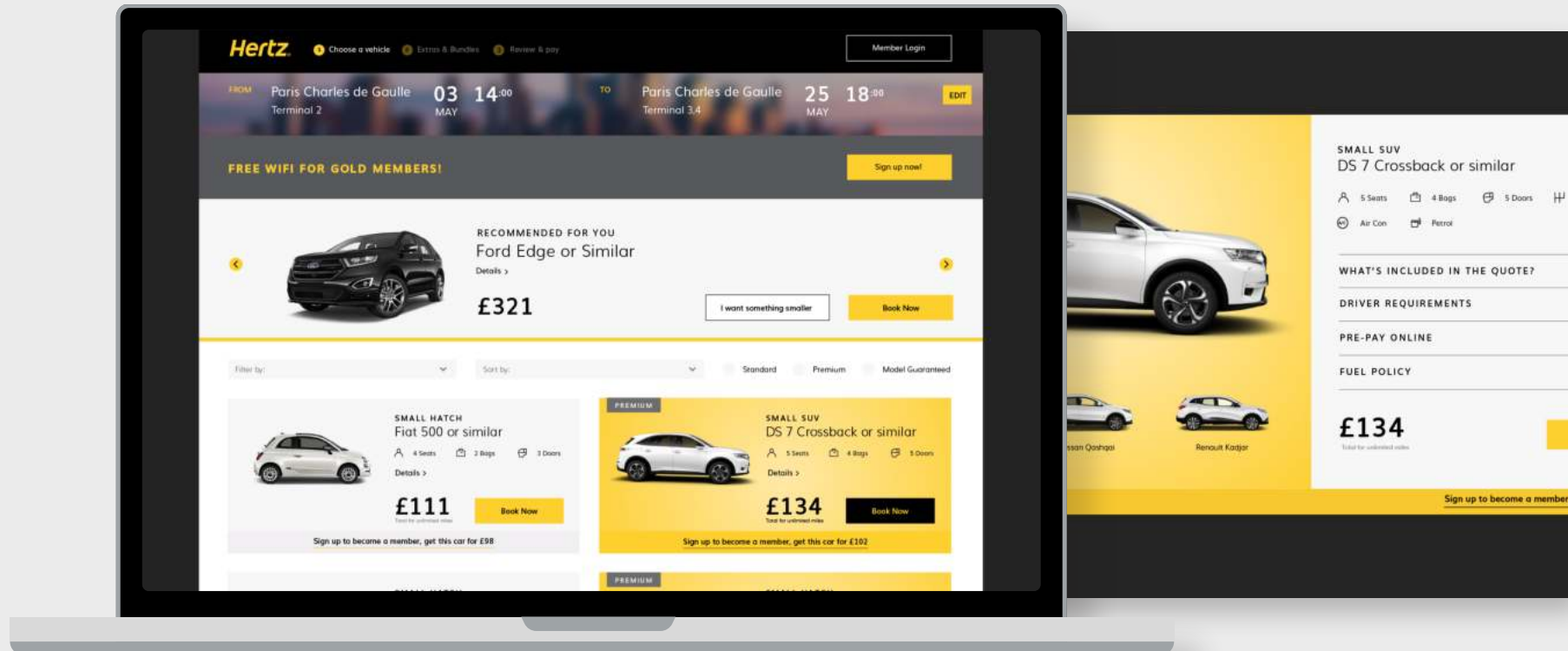


## Jaguar Land Rover (Imagination)

Spec Pod User Interface for the auto shows. The pods would facilitate the ability to navigate around the unique functions and designs of the new fleet of cars Jaguar and Land Rover has to offer, including the new Jaguar I-Pace concept electric car.

UX

UI



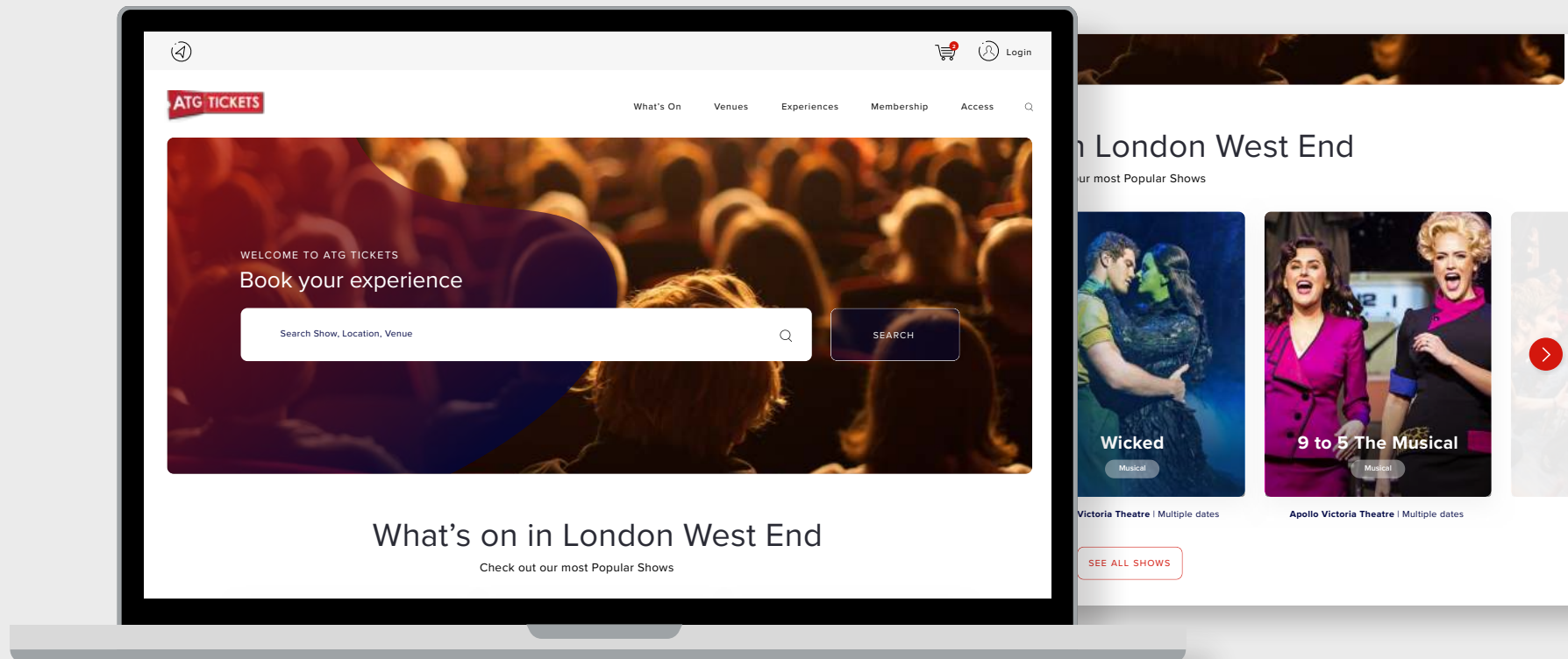
## Hertz (CX Partners)

CX Partners, a generation experience design agency, enlisted my help to research and design a proposed new layout for the Hertz Vehicle Page for the Global site. We carried out Hertz internal UX workshops with key stakeholders, delving into pain-points and business objectives. Low and high fidelity wireframes were delivered through to UI. This design was then user tested against a proposed USA version, to come out on top as 'much more Hertz on-brand' and 'easier to navigate when renting a car'.

The page to date has achieved a 7% increase in conversion in an A/B test which equates to £18 million per year.

UX

UI



## Ambassador Theatre Group Tickets

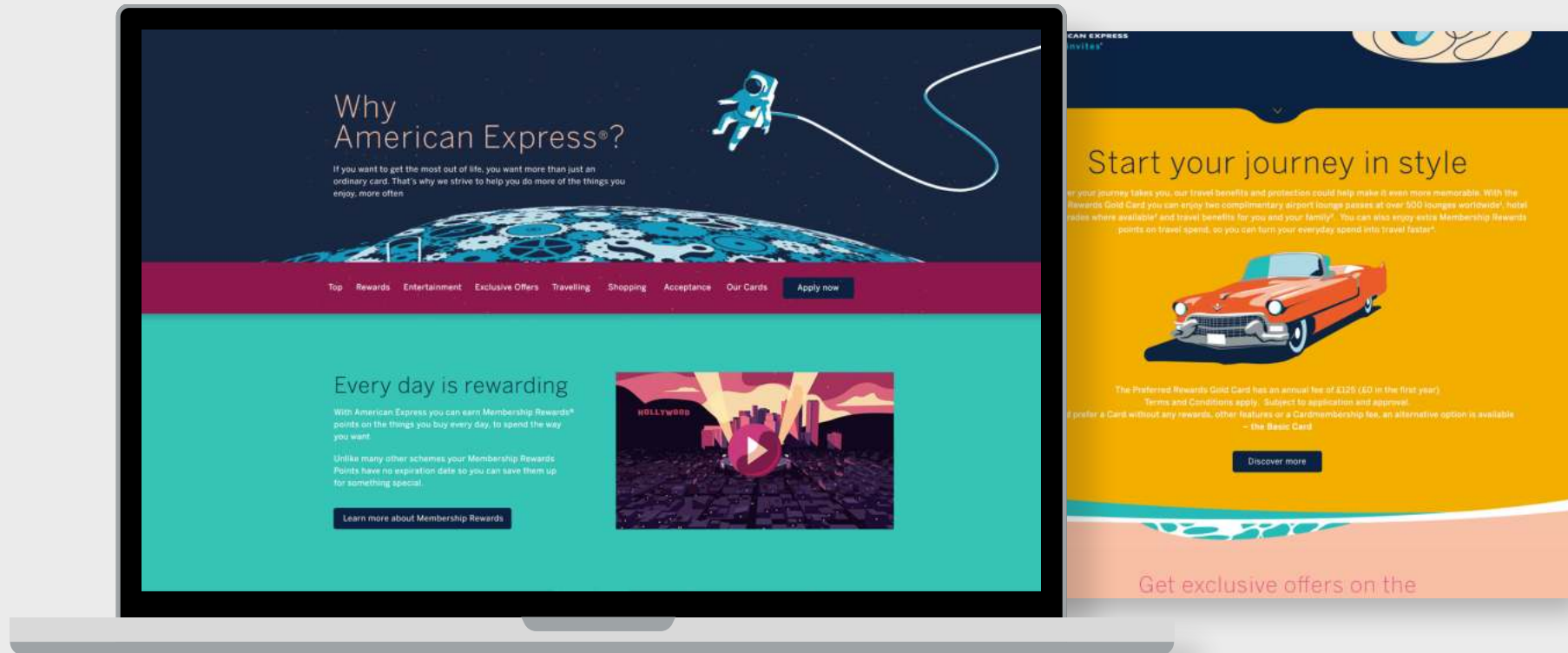
I was responsible at ATG for redesigning the ticketing platform with key stakeholders across the company to produce a new UX and UI for the website. I mapped business objectives against user-centric data collected from user testing sessions and competitor analysis to solutionise low to high fidelity wireframes for the final pixel-perfect UI.

atgtickets.com

UX

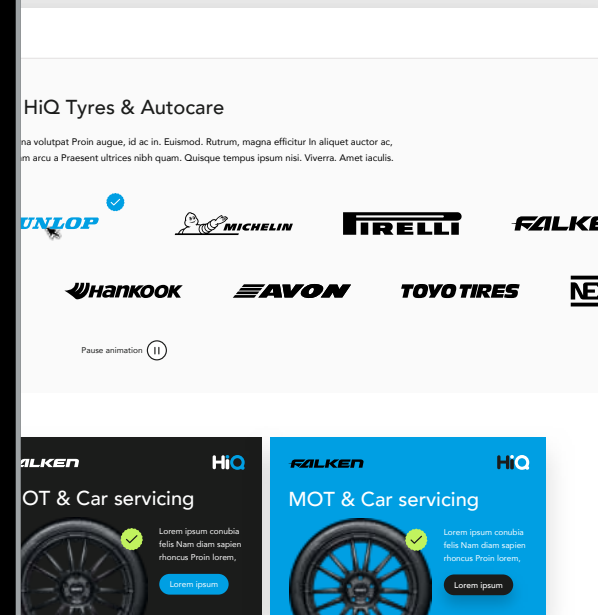
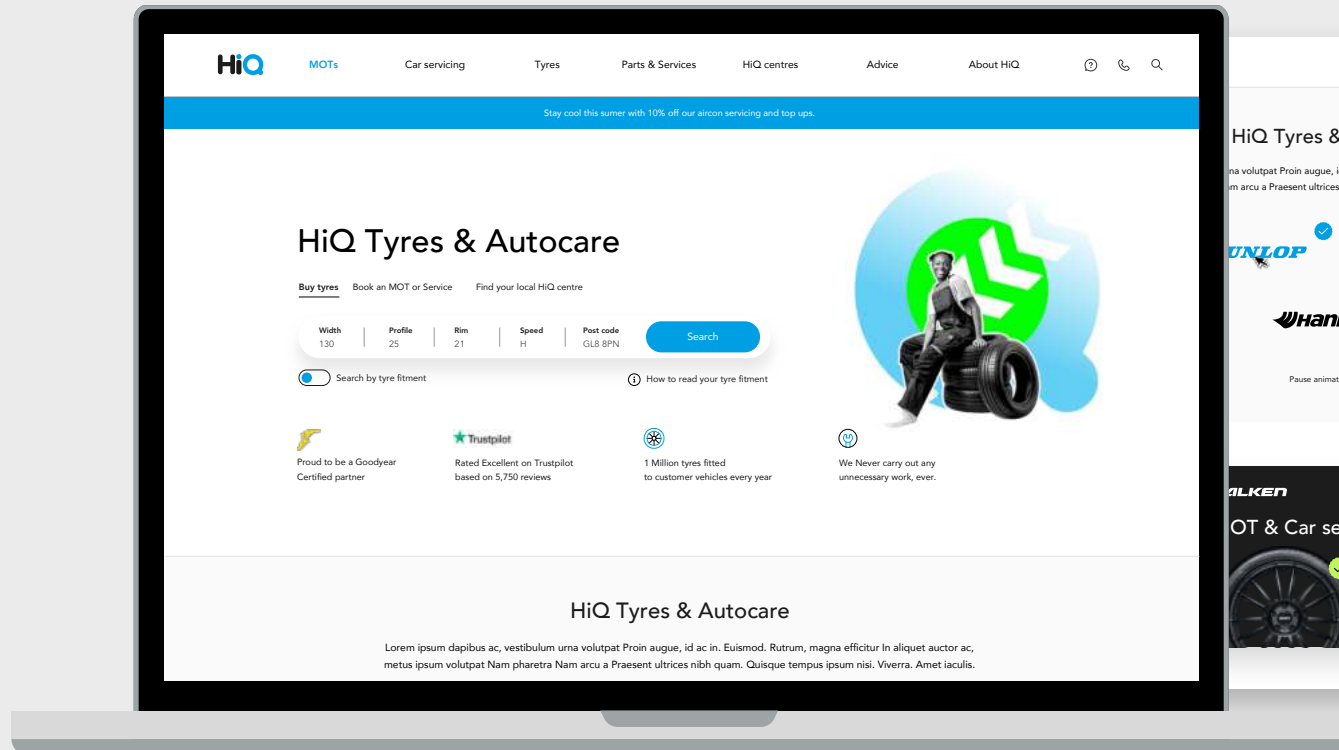
UI

BRANDING



## American Express (Ogilvy)

Microsite designed with the new AMEX branding and illustration guidelines for their Why American Express® scheme. This site had very specific requirements to incorporate their new illustration and branding.

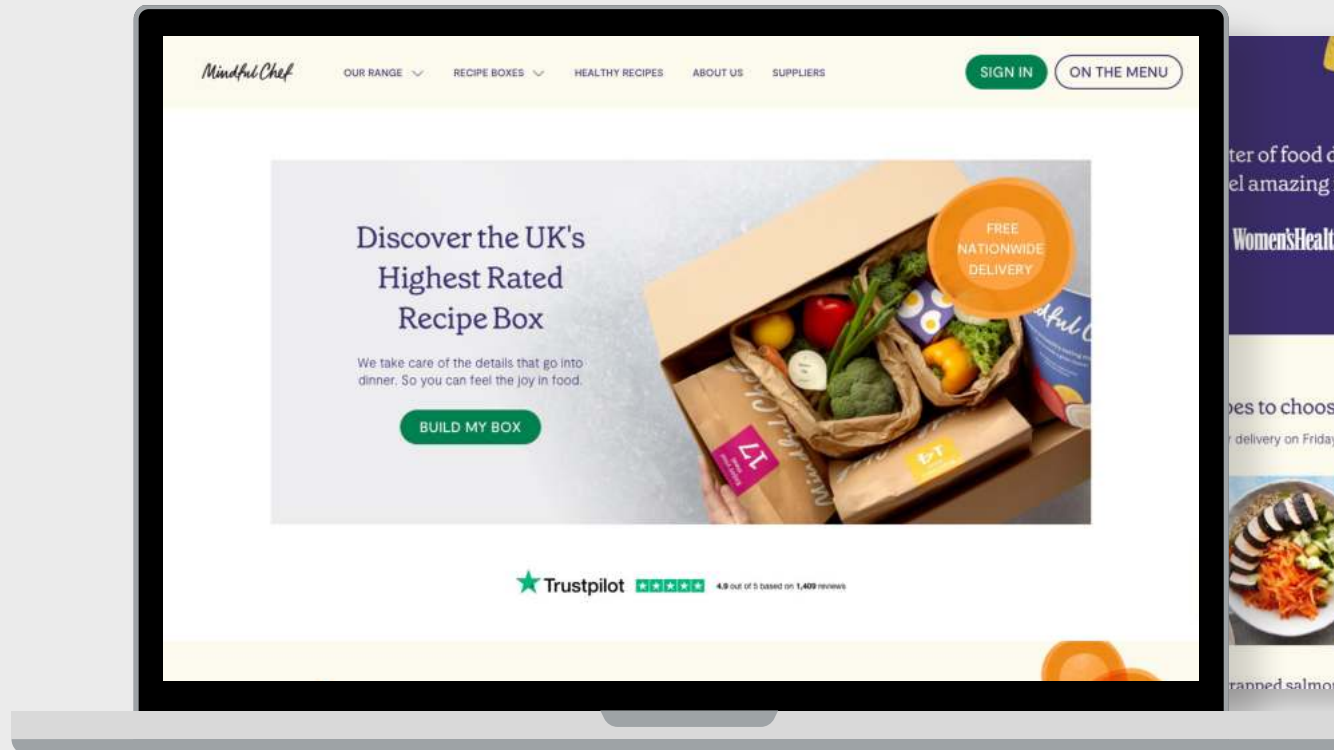


## HiQ (McCann Central)

HiQ is a nationwide British retailer of automobile tyres, and MoT car-servicing centres. I was brought on by McCann to redesign HiQ's homepage and deliver a baseline design system for the rest of the website.

[www.hiqonline.co.uk](http://www.hiqonline.co.uk)

UI



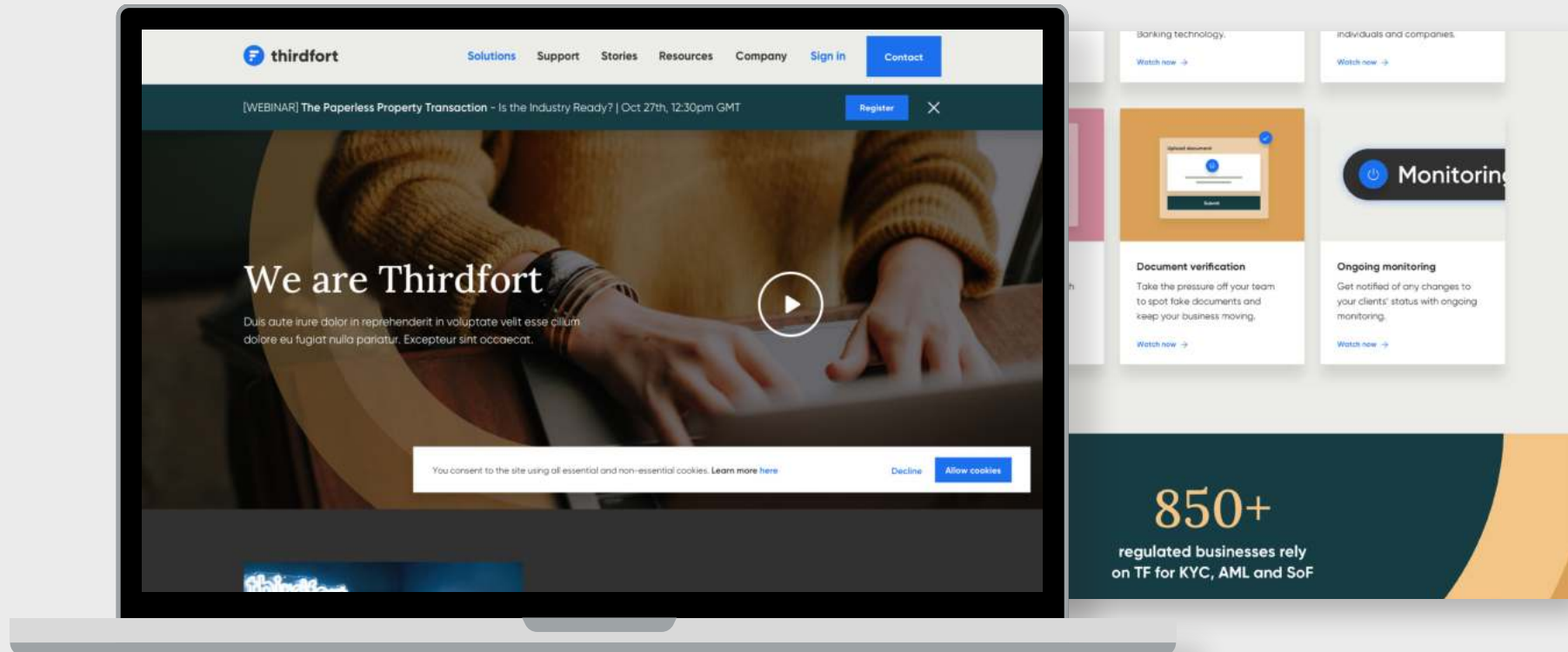
## Mindful Chef

One of the major projects I completed whilst at Mindful Chef was the execution and delivery of a re-skin across the entire website. The company had undergone a re-brand in collaboration with the agency Ragged Edge. The biggest challenge was to establish a design system and pattern library from the new brand assets for future use.

[mindfulchef.co.uk](https://mindfulchef.co.uk)

UX

UI



## Thirdfort

Thirdfort reduces risks to lawyers and property professionals by automating id checks. I was asked to come onboard and start the design function, overhauling the brand to be more consistent across all their products. The website is one of the first to be redesigned inline with that new brand. Working with internal stakeholders and external developers, we reviewed existing user data on the old website to transform the experience and create a coherent design system to future-proof the website for any additional functionality.

thirdfort.com

UX

UI

