

I'm a user interface designer with over a decade of industry experience. I've worked on a wide spectrum of products ranging from responsive websites, mobile, tablet & TV apps as well as SaaS technology platforms. I'm excited about disruptive technology and how great design and products can create unique, engaging user experiences in our daily interaction with complex software systems.

I always put the user first and am a huge fan of user research, rapid prototyping and user testing.

**Jaco Otto**

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## Work experience

Dec 2020 - July 2023

**Santander, London**

Senior Product Designer

### Project:

I worked on a new product called My Home Manager, which helps users with various home related needs. It's part of the mobile banking app which provides additional useful home related data and services based on the user's home details in partnerships with 3rd party services, such as Local Heroes, Rightmove, AnyVan etc.

**Reference:** Gary Massey, Head of Product for My Home Manager

Oct 2019 - Sept 2020 (11 months)

**BT, London**

Senior Product Designer

### Projects:

I worked on various projects to optimise the user experience of the BT TV and BT Sport storefront sections of the BT.com site as well as improving the 3rd party payment flows for the BT Sport Box Office. I workshopped and designed ideas for both lab and A/B user testing to explore ways to increase conversion.

**Reference:** Steven Pryce, Design manager

Jan 2019 - Oct 2019 (I took 10 months off travelling)

Jun 2018 - Dec 2018 (6 months)

**Sky, London**

Senior UX/UI Designer

### Projects:

I worked on both Sky Q (next gen) and the Sky Plus set top box TV platforms. I wireframed, prototyped, user tested and delivered various projects. Projects ranged from a Football app, chatbot integration, billing to ecommerce.

**Reference:** Elliot Seller, Head of Interactive TV

April 2016 - March 2018 (2 years)

**Channel 4, London**

Senior UX/UI Designer

### Projects:

I worked closely with the UX and product team on various All4 design projects. Projects were aimed at ensuring All4 delivers the best user experience possible, increasing video consumption and ad revenue by refining or extending the functionality of the award-winning All 4 website and native apps on mobile and TV. I also worked on a new Google Home voice app and a Film4 VOD pitch.

**Reference:** Andy Brockie, Head of UX

March 2016 - March 2016 (3 weeks)

**EY Seren, London**

Senior UI designer (freelance)

**Project:** I helped out briefly on a Fidelity service design project.

**Reference:** Anish Joshi, Head of Creative Design

December 2015 - February 2016 (2 months)

**Market Gravity, London**

Senior Product Designer

### Project:

Working closely with the client, Aldermore (a challenger bank) in a small incubation and market research agency, I helped to define a new fintech product (mobile app) aimed at SMEs.

**Reference:** Andy Philippou, Operations Manager

November 2015 - December 2016 (2 weeks)

**Albion, London**

Freelance Senior UX/UI designer

### Project:

A responsive web application for Compare The Market. Agile delivery.

**Reference:** Jon Bromley, Programme director

## Skill summary

UX & UI design  
Product design  
User research  
Wireframing  
Prototyping & User testing  
User journey Maps  
Workshops  
Native app design (iOS and Android)  
Responsive web design  
TV user interface design  
Agile software development  
Interaction design  
Animation & video editing  
Analysing analytics  
Design systems  
Branding & Iconography  
Drawing

## Qualifications

2007

**Introduction to Product Design**

Short Course, Central Saint Martin, London

1996 - 2000

**BA Information Design (Design degree)**

University of Pretoria, South Africa.

### Languages:

English (Native)  
Spanish (Intermediate)  
Afrikaans (Native)

## Software knowledge

### Design:

Figma  
Principle, Framar  
After Effects  
Adobe CC (Photoshop & Illustrator)

### Research:

Userzoom

### Wireframing & Prototyping:

Figma  
Principle  
Axure RP  
Balsamiq Mockups  
Sharpies, paper & post it notes

### Coding:

HTML, CSS & basic Javascript  
Basic React, Python & Solidity skills

### CMS:

Wordpress

## June 2015 - October 2015 (4 Months)

**Sapient Nitro, London**  
Freelance Senior UX/UI designer

**Projects:**

1. a Fidelity investment portfolio management iPad app.
2. a RBS/NatWest retail/inbranch iPad app.

**References:** Wolfgang Mertzer, Sapient Senior UX, Brian Cooper, RBS Head of UX

## March 2015 - May 2015 (4 weeks)

**5K, London**  
Freelance Senior UX/UI designer

**Projects:**

1. An international online banking product for a large UK bank, RBS.
2. A car dealership iPad app for a financial institution.

**Reference:** James Bracher, Design Director

## June 2014 - February 2015 (8 months)

**Albion, London**  
Senior Product Designer

**Projects:**

1. Lebara Talk: a messenger mobile app for iOS and Android. (A bit like Whatsapp)
2. Lebara Play: a video rental responsive website & native apps. (VOD) (iOS & Android)

**Reference:** Sam Andrews, Project lead.

## March 2015 (1 Week)

**Splendid Unlimited, London.**  
Freelance Senior UI designer

**Project:**

A responsive website re-design pitch for an upmarket property agency. (Douglas Gordon)

**Reference:** Gareth Ingram, Creative Director

## June 2013 - April 2014 (8 months)

**NPTV, London.**  
Senior UX/UI designer

**Responsibilities includes:**

UX & UI design for cross platform video-centric (VOD) connected TV applications (TV, Tablet & Mobile).

**Reference:** Bruce Collingwood, Head of UX.

## March 2004 - April 2013 (9 years)

**Piksel, London.**  
Product designer - Product Development

**Responsibilities included:**

UX design for video-centric, multi-device experiences (Phone, Tablet, PC/Mac, Xbox and Connected TV) I worked on both the customer experience and the admin tools. The product was used by various clients to create and manage VOD services.

**Reference:** Alfie Kirkpatrick, SVP Product Management, Piksel.

## Feb 2003 - Feb 2004 (1 year)

**Freelance design, London.**

## Jan 2002 - Feb 2003 (1 year)

**72pt Interactive, South Africa.**  
Founded and ran a South African based interaction design agency.

## April 2001 - Dec 2002 (1 year, 4 months)

**Graphicor, Johannesburg, South Africa**  
Mid-level Interaction designer

**Role:**

Web design, Interface design, Interactive CD-ROMs design, Motion graphics, Minor copywriting. Conceptualizing creative work, Storyboarding, Concept presentations

**Reference:** Brenda Hofmeyer, Creative Director, Graphicor.

## April 2000 - March 2001 (9 months)

**Digera Marketing and Advertising, South Africa.**  
Junior Interaction designer

**Responsibilities included:**

Interactive CD-ROMs, web design, branding, print, 3D illustration & animation.

**Reference:** Magnus Rademeyer, Managing Director, Afrigis

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## Interests

**Professional:**

User and customer research, UX design, Mobile apps, Responsive design, Prototyping, Animation, Interaction design, AI, Web3, NFTs, Defi, Crypto, Gadgets, Technology, Framer, VR, Autonomous cars, Design systems, Space X.

**Recreational:**

Street art, Drawing, Photography, Hiking, Cycling, Art, Music/Gigs, Tennis, Travel, Food, Investing and trading stocks, Spanish