



Richard Park Sneesby
Senior product designer

Bachelor Design (Visual Communication), University of Western Sydney 2003

Consultant profile

Richard has over 15 years of experience working with design and technology (UX, UI, graphic design and coding) in both Australia and Norway. He has worked for large international clients like Castrol Global, Adecco, BP, General Electric and STX Europe.

In Scandinavia Richard has worked with nearly every major bank in Norway including Eika Group, DNB, SpareBank1, YaBank and SkandiaBanken, working with emerging technologies, and disruptive products to push next generation banking services (working on Norway's first ever internet bank for SkandiaBanken). He has also worked with GDPR, open banking, PSD2 and EU directives in helping to create opportunities out of banking regulations from the European Union.

Richard has already had a central role in 2 very successful digital transformation projects, both for the banking and telco industries in Norway.

He has worked as lead UX designer in Telia (Norway's biggest Telecom company) and had a central role in earning one of its daughter companies the reputation as one of Norway's most innovative companies. He has also worked with the Norwegian Broadcasting Corporation to develop the fifth biggest cross-channel weather service in the world – YR.

Richard has many years of experience as a developer as well as a designer, and has designed apps for every major platform (iOS, Android, web), websites, webshops. Government sites, interactive portals, chatbots, developed branding systems and marketing campaigns, worked with IoT projects, and designed for hardware and software.

Richard operates in a bilingual nature when it comes to design - working very technically on engineering and architectural levels with developers to bring out the best in technological capability, but also on the human level with product owners and stakeholders to marry user-centric design with business value. On top of this, as a "systems oriented designer" Richard will often zoom in and out of a project from the big picture to the details - an important skill which helps to maintain consistency and focus in delivering on a project's key objectives.

Larger organisations with multiple departments often harbour complex internal cultural challenges. Richard's many years of consultancy experience have taught him how to work successfully with and bring out the best in other people. He also works hard as a designer in uniting people across departments / disciplines in understanding the important goals of a project or process.

Main areas of competence

1. Senior UX and digital product designer - 15+ years
2. Years of disciplined experience with agile (Agile DO not Agile talk).
3. Digital design at a conceptual and production level.
4. Leading and implementing UX design within digital product teams for the last 7+ years.
5. 7+ years of experience with products that make regular releases (web and app-stores).
6. Conducting and implementing problem discovery processes.
7. Increased business value through a human centred approach to digital design.
8. Research methodologies and principles.
9. Presenting to, and collaborating with, key stakeholders in driving important product design iterations.
10. Analytics as a part of product iteration decisions and user research.
11. Facilitating and conducting user testing - remote, guerilla and in-house.
12. Design thinking applied in a practical way to drive product innovation.
13. Designing for complex enterprise software solutions and visualising complex data.
14. Extensive experience with every major platform, CMS system and technology.
15. Passion and drive to educate as well as collaborate within a cross functional and multi-disciplinary team.
16. Prototyping, wire-framing, user-flows and mapping user journeys. Creating and evolving design systems and also working within design systems like iOS human guidelines and material.
17. Customer retention and conversion optimisation strategies.
18. Experience with many digital business frameworks like OKRs, JTBD, lean business model canvas etc.
19. Being nice, being clear in my communication and respecting other peoples needs and feelings.

Project experience

Domain Group

Product Design Manager /
Product Designer

2021

Strengthening design culture and capability within the various business units, as well as being an individual design contributor for projects across web and app. Leading and helping to facilitate design sprints, research initiatives and design jams aimed at bringing the organisation closer to the future of property and finance.

Woolies X

Senior Product Designer

2020

Designing in autonomous design teams for the Everyday Rewards program for Woolworths Group and it's partners. End 2 end Design and UX research across multiple channels, products and scenarios. Consuming, maintaining and contributing to the design system. I was promoted to Chapter lead serving 7 other highly talented UX and UI designers, who together, work across 11 squads in total.

Hunter Water

Behavioural change web
app

2020

Hunter Water and Mezzanine (design partner of SNØ) approached me asking if i could help them create an interactive digital product that would help raise awareness amongst school kids (aged 12-13) about water in the world and water scarcity.

We joined forces with Hyphen who were responsible for the front and back end development of the solution.

Our solution was to create an MVP that we could beta test in schools, and gain insight prior to developing a finished product. The solution uses applied learning techniques over a 28 day period to make kids more aware of the water they use personally at home. We used gamification reward principles aimed at making the learning elements more engaging for the kids. Technically we combined AirBnBs lottie JS framework and After effects exported json data to create immersive animated 3D isometric world experiences for the kids.

Complete product concept, design, illustration and animation was created by me. The first phase of the product is finished and will be beta tested in January 2020.

SpareBank 1
Smart vehicle insurance
(iOS and Android apps)

2019

Imagine if your vehicle insurance premiums were reduced based on how safe a driver you were? This is a startup within a major bank in Norway that is doing just this, by utilising the sentiance framework customers can monitor their own driving habits and the bank will offer incentives and rebates if the customer is a safer driver.

I have been working closely with the product manager (who is situated in Oslo) from Newcastle to design the app experience for both Android and iOS. The app can for example understand how much you use your phone while driving, how hard you use the brake, and even uses AI to make predictions and self enhancements - based on crowd sourced data patterns.

Deckee
Emoji app icons
(Ionic hybrid)

2019

Deckee Australia (based in Newcastle) asked me to create a series of 14 easily identifiable emoji icons to be used in the live boat tracking app. The icons had to be individually distinctive and recognisable and had to work at a 16px by 16px size within the app. The icons will be rolled out in the next release of the application on App Store and Google Play.

Dullboys
Booking website

2019

Dullboy's Social Co. is a place for to escape the everyday grind and have a good time no matter how old you are. It's a place where you can switch off and have some good old-fashioned fun. The place is situated at Warners Bay - NSW Australia.

I worked together with partner Hyphen, whereby Hyphen was responsible for the development and i was responsible for the design and architecture.

OneCall
Webshop

2020

The first webshop developed in Norway for used telephones by a Telco company. We were tasked with considering the entire experience when it came to design, from the packaging, to the TV commercials, to the webshop and marketing material. I worked as design lead, creating most of the design, UX flows and technical specs for the project.

The project got a lot of exposure through positive media attention, news articles, payed advertsing (TV, AdWords, Banner spaces) and good organic traffic results. In the first few days we had set a new sales record, had increased traffic by 233% and also decreased bounce rate by 12%. We had also doubled the number of new customers buying phones and plans at the same time.

OneCall
iOS / Android app

2019

Telco native app for iOS and Android. The app is very successfull and continues to have a much higher app store rating than any other app in the same industry.

MyCall
iOS / Android app

2018

Telco native app for iOS and Android. The app has a rating of 4.7 in the app store - which is way above industry standard for a Telco, and has never gone below 4.5.

The app has also become the single main channel for the customer to buy products and manage their plans.

Nordic Film Cinema
Various projects

2018

Nordic Film Cinema is Norway's largest cinema business. They are a part of Egmont which is one of Scandinavia's largest media houses with over 5,000 employees in more than 30 countries.

I have been working with them to improve their online experiences in ticket sales, through a mobile first approach where most of the online traffic occurs. I have worked on interaction design / UX and UI design

OneCall / Telia
Various projects

2017 - present

OneCall is the third largest mobile operator in Norway. It is owned by Telia one of the biggest mobile operators in Europe and Scandinavia. Leading the charge every year as the most innovative mobile operator in the country (as voted by the people), OneCall has been a catalyst for releasing new innovative products into the market long before the competition.

Leading and implementing design within every digital platform and service requires a lot of deep insight, a strong and flexible design system and excellent people skills. Within the OneCall and MyCall brands we have been responsible for designing and maintaining 4 apps, 2 websites, 2 login portals, the entire customer journey, and a myriad of different products and services.

As new products and campaigns are rolled out usually within the first hour we start to monitor success and make improvements to the digital experience - usually rolling out changes the same day. With over 3 million page views a month speed is just as important as quality. Testing and analytics frameworks have been heavily integrated into the design and decision making processes.

Eika Banking Group
Various projects

2015 - 2017

Eika Group consists of 74 local banks in Norway. Eika has total assets of over 360 Billion kroner, close to a million customers and more than 3000 employees, making them one of the largest players in the Norwegian banking market, and an important player for local communities.

I was hired as a consultant to work with Eika for over a year as a Senior UX and UI designer for complex infrastructure projects that stem from the banking core system to the users end experience. My role also involved helping to grow and nurture an internal culture which uses design thinking to think beyond traditional banking and to make smarter decisions, faster. The design team is now a well established function in how the bank moves forward strategically to meet it's future goals and ambitions.

Our focus was to look outside the traditional banking experience to new generation experiences within payments, transactions, personal and business economy, smart personalisation and customer service.

With the soon-to-be arrival of the EU PSD2 directive, and open banking the acquisition and control of 3rd party integrations and a new more agile approach to product development and product iteration was a huge focus.

<p>NRK Cross-channel weather service</p> <p>2015</p>	<p>I worked as a hired UX design consultant for the Norwegian Broadcasting Corporation.</p> <p>The goal was (together with the team at NRK YR division) to come up with and design a new innovative product concept starting with mobile, that would also have to work within various other channels like TV and various other software applications. YR is the 5th biggest weather service in the world used by millions of people worldwide everyday, so a deep cross-cultural understanding of weather visualisation was essential in creating a semantically sound solution, that translated well into different contexts and languages.</p> <p>RESULT</p> <p>The concept was successfully developed for TV news weather, apps and mobile and desktop web apps, and continues to be a central concept in how weather is visualised for the Norwegian Broadcasting corporation in Norway and the world.</p>
<p>Castrol Global Film production</p> <p>2015</p>	<p>A 30 second TV advertisement for the Indonesian automotive market which focused on the long-term positive effects of using a superior oil in matics over time (matics is what Indonesians call motorcycles).</p> <p>MY ROLE</p> <p>I worked together with a global team of film producers, 3D artists, motion designers and concept developers. The project was done with Ogilvy UK. My focus was on post-production, motion graphics and 3D animation.</p>
<p>Adecco IOS mobile application</p> <p>2015</p>	<p>A completely new iOS / Android application with the aim of digitalising and improving the order request process of temp workers for companies like H&M and Ikea. The app had to work for both order-managers and temp-workers.</p> <p>MY ROLE</p> <p>I was responsible for the entire concept development, UX and UI design with Adecco. I also took a main role in getting buy-in from top leadership within Adecco in financing a pilot version to be tested with Ikea. During the project i worked closely with the app developers to create a solid app that has since been further developed and is still in use today.</p>
<p>Ishavskraft Brand identity</p> <p>2014</p>	<p>Brand positioning strategy and communication strategy for Norway's most environmentally focused energy company. I worked strategically with the client in developing the strategies, and then i worked on producing a brand design system, that would be used for company presentations, web design, collateral and info-graphics.</p>
<p>Export Credit Norway Film and data visualisation</p> <p>2014</p>	<p>Visualisations of complex concepts used in international company presentations overseas. The film we produced was used at conferences, and expos all over the globe with the aim of marketing Norway as a globally competitive quality exporter mainly in industries like shipping, oil, and sustainable energy.</p>

GE Money Bank
gemoney.no (mobile)

2014

This was when GE money was a part of GE Capital - which has now been bought by Santander Bank. The project involved design and front-end development of their mobile site which sold personal loans and credit cards to new and existing customers. The site was built with EpiServer as the back-end CMS, and a custom lightweight front-end built from scratch with performance as a main focus. It was one of the first sites in Norway focused on mobile design receiving its electronic signature in 2009, and a dedicated mobile version in 2011.

MY ROLE

I designed and built the front-end for the new mobile site. The results after release were so good that the costs for complete design and development were totally payed off only 2 weeks after release, with conversion rates in excess of 350% compared to pre-release.

Vox BKA film
Film / concept
development

2014

Vox wanted an animated film to better communicate the grant scheme for Basic competence in work-life. I worked as Art Director and Advisor.

DIFI
Anskaffelser.no
Government films

2014

The government films explain the benefits and the process of participating in public tender competitions, and are aimed at a wide range of small and medium-sized Norwegian supplier companies. The films help to promote interest around tenders in the public sector. I worked with creative direction and development of the concept and strategy for 5 new DIFI films that would explain the procurement processes.

Ya Bank
Brand identity

2013

New brand and profile for yA Bank. New responsive web pages, printed matter, digital promotions and digital marketing.

LDO
Together against
discrimination

2013

Online campaign for fighting bullying in schools titled "Together against discrimination". The project was funded by the Norwegian government.

NTB
Web og news visualisation
ntb.no

2013

NTB (Norwegian News Agency) serves most of the major news outlets in the country. I redesigned their website, as well as their news screen displays at Norway's largest airport - Gardermoen.

Ruter

Mobile ticketing payemnt app (iOS, Android, Windows)

2013

Design of the first mobile app in the country allowing commuters to purchase travel tickets on their mobile. The result was RuterBillett, a mobile application designed and developed for devices on 3 different platforms: iOS / iPhone, Android and Windows Phone.

One year after launch, over 20% of tickets are sold through this new mobile sales channel, today the app handles nearly all ticket sales.

In 2013, RuterBillett was voted Mobile App of the Year by Mobile Trends 2013. In addition, the application was nominated for the "Gold Key" (Appworks) and the Rosing Prize (The Norwegian Data Association).

Juristforbundet

Brand identity

2013

The Norwegian Association of lawyers needed a new logo and visual identity. I created all brand collateral and logo, as well as design for their new website and digital portals.

Vox

New web portal - vox.no

2013

Vox (Competence Norway) is a directorate under the Ministry of Education and Research. I designed their new responsive web portal for and a new intranet. The project started with a comprehensive UX analysis phase, which provided very important insight to help us in the design of the two solutions.

DiBK

Case handling system

2012

Design and development of the case management system used by the Directorate's case officers. The system has been transferred to new technology and developed in Ruby on Rails.

Visma Advantage

Buyer portal

2012

With a focus on concept and graphic design, i helped Visma develop its digital profile with new products. The goal was to create the best possible user experience that would enable more sales through good digital product experiences.

DNB

Bank funds management portal

2012

A funds assets management portal for DNB's operations in Sweden. DNB is one of the largest banks in Scandinavia. I worked with UX and UI design, closely with front-end and back-end developers. The solution was built in EpiServer.

Åsane Storsenter
Interactive store guide

2011

Interactive display solution for displaying stores within a shopping center. I worked with concept, interaction, design, and development. The result was a 3D Flash / Air application on 4 touch screens located around the center.

Fjordkraft
UX design / UI design

2011

Fjordkraft is an energy company in Norway. I worked with digital branding, web site, campaigns, portals and Design for the new corporate portal.

Boots
Intranet

2011

Advisor and designer for Boots' internal intranet. The intranet needed to cater for 1500 employees in pharmacies, chain offices and wholesalers.

Sparebank1
Interactive consumer report

2010

Interactive portal showing consumer trends for every region in Norway. Sparebank 1 is one of Norway's largest banks, and the report is done every year. My role: Interaction designer, UI designer and developer.

Askeladden
New website

2009

Website for Askeladden to showcase all their luxury boats. Role: UX design and flash programming.

Aker Solutions
Presentation material

2009

Interactive presentation graphics and product / ship visualization. Role: Graphic designer and programmer.

Höegh LNG
Interactive 3D guide

2009

Interactive 3D ship visualization of all components with specifications. Role: Designer and programmer.

Clients

Adecco
Aker Solutions
AS3
Askeladden
Bama
Basefarm
Bergen Group
Boots Apotek
BP
Careflight
Castrol Global
Deckee
DiBK
DIFI
DNB
Domain Group
Dullboys Australia
Eika Group
Eksport Kreditt
Filmweb
Fjordkraft
ForaForm
Form-tek
Fylkesmenn
GC-Rieber
GE Money
Hino
HTH
Hunter Water
Ishavskraft
Isobar

Juristforbundet
Kystverket
LDO
LNG
Mitsubishi
Moods of Norway
Møllerens
Nets
NRK
NTB
Nuda
Obos
PP Finans
Royal Canin
Ruter
Ryco
Sinopec
Sheldon & Hammond
SpareBank 1
Sparebanken Vest
STX Europe
Telia Norway
Terra Finans
Tide Reiser
Toll customs
Visma
Vox
Woolworths Group
Ya Bank
1881

Education

Bachelor Design (Visual Communication)
University of Western Sydney
2000-2003

Career

Domain Group
Product Design Manager
Mar 2021 - Present

Woolies X
UX Chapter lead
Sep 2020 - Mar 2021

Telia
Lead product designer
Jan 2017 - Dec 2020

SNØ Interactive
Senior UX designer /
founder
Jul 2018 - present

OneCall
Lead UX Designer
Jan 2017 - Dec 2020

Eika Group Bank
Senior UX Designer
Sep 2015 - Jan 2017

Heartbit
Designer and Co-Founder
July 2015 - July 2018

Neolab by Knowit
Senior Designer
Dec 2014 - Jul 2015

Knowit
Creative Leader
Nov 2009 - Jul 2015

Maritime Colours
Flash developer / designer
Aug 2008 - Oct 2009

Freelance
Designer
Jul 2007 - Jul 2008

Triple888 International
Designer (Australia)
Mai 2004 - Jun 2007

Language skills

Norwegian: Fluent
English: Native language