



Bill Galloway
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Résumé: [Bill Galloway CV 2023](#)
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Senior Application Designer with 15+ years of experience delivering award-winning UX, UI, and AI-powered solutions for global brands. Expert in design systems, accessibility, and research-driven product innovation, with a proven track record of leading teams to create exceptional digital experiences that drive business growth.

Salesforce Experience – Flex Legal

Directed Salesforce UX design, integrated HubSpot, and migrated marketing to Pardot.

- Created flows and integration for MQL/SQL, onboarding, account, and financial processes.
- Skilled in SLWC (Salesforce Lightning Web Components) and SLDS (Salesforce Lightning Design System).
- Delivered process flows and data mapping. [Case study click here.](#)

Senior Application Designer – JustPark

Led UX, UI, research, usability, accessibility, and design system build.

- Designed AI-powered tools and responsive apps for web, iOS, and Android.
- Prototyped and tested concepts based on research and data.
- Worked with engineers to ensure front-end execution and UI-brand alignment.
- Built scalable design systems; proficient in Figma, Adobe CS, Miro, Zeplin, Flinto.
- Championed accessibility and W3C best practices.

Managing Consultant – Experience Design | Credera UK

Sept 2022 – Jan 2024

Led UX strategy for complex organisations, delivering AI and UX/UI solutions across sectors:

- Drove image, 3D, and video AI initiatives for diagnostics and training. Involved in strategizing AI applications, designing algorithmic models, and overseeing the implementation phases. Facilitated collaboration with cross-functional teams to align AI projects with business objectives and enhance technical outcomes.
- Enterprise UX: Redesigned project dashboards, defined KPIs, and improved process visibility.
- Product Design: Led traffic management app, creating AI flows and new methodologies.
- Global Collaboration: Co-created Mercedes innovation initiatives.

Senior UX/UI Consultant – Sociate AI (Freelance)

Created Maya, an AI shopping assistant, delivering UX/UI design, interviews, and research.

- Mapped journeys and designed the responsive web app.
- Built prototypes and ran user testing.
- Led company branding and site design.

Senior UX/UI Consultant – Flex Legal

July 2019 – Sept 2022

- Delivered UX/UI and service design for legal SaaS platforms.
- Rebranded web, mobile, and SaaS assets to enhance user experience.
- Designed inclusive lawyer training platform, supporting supervisor signoff.
- Led service design in Salesforce, including Pardot integration, data mapping, and pipeline setup.

Senior UX/UI Consultant – Flox.ai (Contractor)

Jan 2019 – Jun 2019

- Designed AI for livestock lifecycle tracking, improving animal health and ROI.
- Created interfaces and visualisations for farmers and stakeholders.
- Integrated sensors—video, LiDAR, humidity, weight—for AI-driven robotic interventions.

Head of User Experience & Creative Director – Other Media

Jan 2007 – Jan 2019

- * Redesigned Paul Smith's eCommerce, transforming it to a multimillion-pound revenue platform.
- * Secured UK clients: V&A, British Library, Historic England, Arsenal, Chelsea.
- * Directed shift from technical agency to user-centric design studio.
- * Delivered projects earning multiple industry design awards.

Art Director (The Grand Union)

Oversaw boots.com redesign and work for Santander, HSBC, and EST.

Creative Director (e3media London)

Set up London office, secured clients including Sony and LivingTV.

Creative Director (Proxicom UK) and Dimension Data

Progressed from design to creative director, winning clients such as Disney, Viacom, Manchester United.

Certifications

- * Foundation Art (Blackpool College of Art and Design)
- * BA (Hons) (Kingston University)

Professional awards

Football Business Awards – Finalist for agency of the year

eCommerce Awards – Best Home & Garden – Winner 2018

Football Business Awards – Swansea FC Swans App – Finalist: Innovation

Drapers – Best Website Design – Vollebak –

UK app awards – Innovation and Best Design/UX – Swansea City Swans – App Finalist

BIMA 2018 – Product & Service Design: Conscience – AdviceNow – Finalist

Webby 2017 – Best Mobile Sites and Apps, Sports – Arsenal FC App – Honouree

BIMA 2017 – Immersive – Chelsea FC 3D Stadium Viewer – Finalist

Legal and Later Awards 2017 – Access to Justice Through IT: AdviceNow – Winner

BIMA 2012 – Education & Outreach – Wonders of the Universe – Winner

BIMA 2012 Mobile – Wonders of the Universe – Commended

BIMA 2012 Entertainment – Wonders of the Universe – Nominated

BIMA 2012 Public Life – The V&A Website Redesign – Nominated

BIMA 2012 Education & Outreach – The Collins Dictionary – Nominated

BIMA 2012 Grand Prix – Wonders of the Universe – Shortlisted

BIMA 2012 Agency of the Year – the OTHER media – Nominated

Museums and the Web 2011 – Research / V&A Collections – Winner