



Tim Mars

Associate Design Director,
Visual & Product Design Lead

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About Me

I'm an experienced design lead with over 20 years know-how, being visual design lead and leading design teams on large-scale, high-value projects, combining an improved user's experience with increased business efficiency and fast-paced delivery.

I have excellent hands-on visual design skills and I love to bring beauty and elegance to every interface, focusing on the details to bring magic to every interaction. Data visualisation is another strength close to my heart as—when done well—it powerfully communicates insights and related actions.

I am skilled defining, implementing and overseeing complex design systems, providing governance and leadership to global teams, where I've fostered collaboration and alignment among cross-functional teams.

Collaboration is a central aspect of my approach to align user needs with business objectives through understanding, analysis and validation. Whether problem solving with fellow UI and UX designers, or stakeholders working together to forge better solutions, collaboration is key to achieving business success.

I bring extensive knowledge across diverse sectors—with many years experience within Finance—and thrive on tackling design challenges head-on. Driven by a passion for innovative problem-solving and elegant design solutions, I focus on delivering seamless customer experiences through a user-centered approach.

Throughout my career, I've built a solid reputation for delivering innovative, strategically successful, transformative and beautiful work, reflecting my unwavering commitment to excellence in design.

Key Clients

HSBC, Openreach, Lloyds of London, Three UK, Keypak, The Open, BT, Ford, Jaguar, Sky, John Lewis, Plusnet, HP, Easyjet, Renault, Zurich, CA Technologies, Dell, Egg, Nike, Design Museum.

Core Strengths

- Visual Design excellence
- Design Leadership
- Hands-on Design know-how
- Cross-functional team building & collaboration
- Design System creation & management
- Design governance & critique
- Product Design
- Proposal & Design team delivery planning

Experience

Tangity
Part of NTT DATA
Jan '16 -

Associate Design Director

Tangity are the design arm of NTT DATA, with teams across the globe. I have been helping to build the UK team: helping recruit the best talent, mentoring and people managing, and across regions: creating a European Design System Guild, and helping shape and improve our Social Media output across studios. I've represented Tangity across other business units to create a set of data visualisation best practices—holding central the users needs. Whilst my first love is visual design I have significant experience across wider design practices.

BT Openreach - I led a successful proposal to deliver an initial design system with a growth strategy and styleguide for Openreach. Leading the design team, defining our strategy and guiding the client to success with collaborative workshops has led to a successful outcome and ongoing client relationship.

Lloyds of London - Led the design team on the proposal and subsequent delivery of a digital storybook to guide Lloyds agents through a digital transformation. Managed the team deliver design templates to a cross-agency team.

HSBC: Portfolio Management Portal - Design lead on an innovative tool for staff to manage their daily objectives to reach periodic goals and annual bonuses. Kicking-off with a week of client workshops in Mexico, followed by close stakeholder collaboration we created an MVP product with great success, and a view to building in new features and rolling out across multiple regions in 2024-5.

HSBC: My Workspace - Global tool for HSBC front-line staff to access customers details. Bringing together multiple tools in a single interface, speeding up activity resolution, response time while reducing back-end costs has been transformative for the bank. Design lead and authority for multi-region design teams across UK, China & Canada. Close user and stakeholder requirements generation and design validation.

HSBC: Wholesale - HSBC's corporate design toolkit ownership and governance. Design governance and UX/UI leadership and sign-off for design teams working on multiple corporate workstreams.

RMA Consulting
Part of NTT DATA
Jan '16 - Apr '19

Starting with RMA in 2016 as a lead visual designer my role evolved into wider product design and design leadership.

HSBC: Client View - A suite of 12 securities tools for HSS customers to manage their portfolios, where I led the discovery and built a design team to deliver the transformation. Leading and managing the UI design teams while bridging the wider HSBC teams. Multiple dev pods supported by a component-based delivery I implemented.

Virgin Media - Discovery project to explore the value of a design system for VM with research, interviews, workshops & proposals.

HSBC: DTC - A range of projects and programmes of work from innovative data visualisation for RM's to manage global investments and integrated alerting systems, to core business digital transformations such a Move Money where I was lead visual design.

Testimonials

"Tim always has an opinion or advice to give to other members of the team, when it comes to design-related topics. It's clear that not only the design team look up to him and trust him, but so do our clients. Elevating him to their trusted design authority, over their own perm members of staff. That is no mean feat."

"Awesome work."

Dominic Quigley

Creative Director, Tangity UK

"Tim is the best designer I've ever worked with. He's a genius."

"I'm impressed by your ability to be a positive disruptor and challenge ideas, even if it means admitting you don't have the answer in the moment, because you know that striving for better ideas will ultimately lead to better outcomes for the team. Your hard work and dedication have not gone unnoticed, and I appreciate the positive impact you've had on the team."

Miles Tomkins

Senior Manager | Performance & Effectiveness. HSBC

"Teamwork with the client puts Tim as a leader of those programmes, and we need more of that leadership inside Tangity. There is great talent in Tim and lots of knowledge in what he knows that needs imparting far and wide."

Jo Trainor

Head of Tangity, UK

"Tim has had a great year on the HSBC MyWorkspace project – a very challenging one where he has truly exemplified the very high standards of the NTT DATA design heritage."

Rob Webb

Delivery Director. NTT DATA

Awards

Nike Lab

Winner - London International Awards 2003 Interactive Media. Created in conjunction with R/GA NY.

Software

Current design, presentation and planning software including: Figma, Sketch, Adobe CC, Excel, Powerpoint.

Interests

Photography (my own) Art & Design (generally). I have an 11 year old son and like to help out with the local scout group. I'm forever into tech and trends with a current fascination in AI and how it can empower design teams and improve workflows.

Experience continued

BT

Feb '15 - Jan '16

Visual Design Lead

Designing next-gen solutions for BT-TV and BT Sport across app, web and set-top-box, where our team created seamless and innovative solutions for BT-TV's customers to access services.

Sky

Aug '14 - Feb '15

Art Director and Visual Design Lead

Responsible for the launch design for Sky's fibre services in Ireland. UI design and user journey mapping. Worked closely with stakeholders, UX, & dev on responsive solutions for the sky.com booking process.

Publicis Sapient Art Director and Design Lead

Jan '13 - Jul '14

Helped create the website for the launch of BT Sport, the most successful launch in BT's history. AD and lead designer for responsive solutions across multiple projects for BT. Presented to stakeholders and dev team support to ensure the graphic integrity and successful delivery. A/B testing script authoring and analysis. Created innovative data visualisations for BT GS.

Contractor

Feb '11 - Dec '12

Art Director and Design Lead

Spark44 Concept & design for the Jaguar F-Type mobile site.
Adam & Eve Concept & design for John Lewis and Phones 4U.

Euro RSCG

Mar '11 - Dec '11

Art Director and Design Lead

Desktop and mobile app for Ford, developing an EMEA wide approach to deliver immersive and informative product details to support vehicle launches.

Contractor

Sep '09 - Feb '11

Art Director and Visual Design Lead

Karmarama Digital & print campaign for Plusnet.
Iris Digital Philips and Hertz websites and campaigns.

Publicis

Mar '07 - Aug '09

Senior Art Director

Creative conceiving, mentoring, review and creative sign-off on a number of accounts. Video and photo-shoot art direction.
- Zurich Insurance's highest ever digital campaign CTR (2.8%).
- Exceeded HP's CTR target by 400% with video campaign.

Tequila\TBWA Art Director

Apr '06 - Feb '07

I picked up a sharpie and teamed with a copywriter as my career moved into advertising, where I worked on digital and integrated campaigns and sites for Canon, Dell, Egg, McDonalds, Gala Casinos.

Previous

Sep '00 - Mar '06

Designer (Junior - Senior)

LBI BT • Deutsche Bank • Kodak (Nov '05 – Mar '06)
Division100 Universal Music • RICS (Jun '03 – Nov '05)
Edwards Churcher Nike • Design Museum (May '02 – Jun '03)
Freelance anotherlatenight • Cherwell (Sep '00 – Apr '02)

Education

Graphic Information Design (BA Hons 2.1)

University of Westminster, London. (Sep '97 – Jun '00)

Graphic Design (Foundation, passed with credit)

City & Islington College, London. (Sep '96 – Jun '97)

A-Levels: Collyers Sixth Form College, Horsham, Sussex.

GCSE's: Forest School for Boys, Horsham, Sussex.