



Taopix announce appointment of Head of Product Design

Taopix revealed recent hire and digital product design expert, Stu Marlow, has been instrumental in the design of Taopix Version 5. Marlow will be presenting new product Taopix Mobile at the Mobile Photo Connect Conference in San Francisco.

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Taopix, manufacturer of the world's leading photobook and gift software platform, have revealed that they appointed Stu Marlow earlier this year. The software development company also announced that Marlow, who has been invited to speak at the Mobile Photo Connect Conference in the US this month, has led the research and design process to bring three all-new user journeys into the Taopix platform, including device-agnostic photobook creation and photo print ordering.

Marlow brings with him over 17 years of digital design and marketing experience, specialising in User Experience (UX) and User Interface (UI) design. His appointment reinvigorates Taopix the company's passion for creating effortless, delightful experiences by cementing a collaborative, user-centred approach to digital product design into the company's development process.

James Gray, CEO of Taopix, commented;

'We're always pushing to further improve the experience for consumers using our software platforms to order and create personalised photo gifts. We're passionate about product design and we're delighted to have someone as talented as Stu on board with our creative and development teams here at Taopix. We were very pleased that Stu was invited to speak at the Mobile Photo Connect Conference in the US and we thought it was about time we announced what he has been doing at Taopix HQ for the last few months!

Stu has been instrumental this year in helping us to design new and seamless user journeys for both our HTML5 based software, Taopix Online, and new Taopix Mobile. When designing Version 5, we focussed on removing as much distraction from the user journey as possible. The aim for this version has always been to open up the platform to be useable on all devices and in whatever situations they might be used in, thus hugely expanding the potential volume for its use. This is something that, with Stu's help, we've been able to achieve for Taopix Version 5 and we're looking to extend even further



in our 2015 release and beyond. We look forward to Stu playing a key role in taking Taopix product design to the next level.'

Speaking from Taopix HQ, where the team are gearing up for their latest product launch, Marlow said;

'My passion is for design that not only creates experiences that are beautifully simple and effective, but that are also enjoyable and memorable. Joining the team at Taopix is an absolute dream for me - it's a rare opportunity to be able to apply that passion to a truly remarkable family of products, not to mention working with a fantastic group of people who share the same enthusiasm for design.'

The fact that Taopix is such a forward thinking company and that the team here are always looking to their next innovation, particularly in terms of product design, was a massive draw for me. It's rare to see such rapid product development and creative thinking outside of an agency environment. The team here are highly enthused about what they do and are totally committed to providing a frictionless, enjoyable user experience. They also really listen to their customers - businesses who use the Taopix platform everyday – as well as the end users, who give us invaluable insight into the product's use. Feedback from those who've seen the work that's gone into Taopix Version 5 has been incredible, particularly on the new mobile-accessible user journeys for photo books and single prints. I'm really looking forward to presenting Taopix Mobile for the first time at the Mobile Photo Connect Conference.'

Marlow is set to present the new Taopix mobile web optimised app at the Mobile Photo Connect Conference in San Francisco on the 15th October as part of the 'Photo app show and tell' panel. Taopix Mobile, set to be released this quarter, allows consumers to create single prints, personalised quick books, ready books and simple photo gifts via easy-to-use, smartphone friendly interfaces.

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Discover more at taopix.com

About Taopix: Taopix manufacture and sell the world's leading photobook and photo gift platform. The company was founded in 2007 by James Gray (CEO) and Kevin Gale (CTO) based on a shared vision to deliver a superior photobook platform which would give businesses within the industry the tools to fully control their own software and hence manage their photo gift offering. This is a vision that remains at the heart of the company to date. Taopix is designed with the needs of its customers, and their customers, in mind. This is a vision that remains true throughout the company to date. Taopix HQ is based in Newcastle upon Tyne, in the UK, with additional offices in the US, Singapore, Hong Kong, Japan and Netherlands.