
Adam John Elsbury

UX & UI Designer / Front End developer

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<https://adamelsbury.github.io/portfolio/pages/index.html>

PROFILE

I have experience working within the Agile cycle with rapid prototyping and development. I have worked within a leading UX and development team within IBM and generated two published patents within the tech industry. I have accumulated almost 2 years of freelance experience working for an SME in the Southampton area. I also have a 2:1 degree in Web Design & Development from Southampton Solent University.

SKILLS

UX

User & Market research . Personas . Customer Journey design . Usability testing with Tobi . Usability evaluation . Gestalt Principles . Gazeplots, Heatmaps & Eye tracking . Information architecture

UI

Adobe XD . Adobe Illustrator . Adobe Photoshop . Marvel . Invision . Sketch

DEVELOPMENT

Skeleton . HTML5 . CSS3 . Javascript . mySQL . PHP . Git . JS . jQuery . Responsive Design .

EXPERIENCE

FA Protect, Southampton, Ocean Village - *Freelance UX / UI designer, developer, tester*

JANUARY 2018 - PRESENT

- Initial SWOT analysis of current website, creation of project goals and Digital Marketing Strategy
- UX workflow including user testing, usability testing, persona generation & Information architecture
- UI wireframing
- Creation of bespoke website with custom code including SEO keyword research

IBM, Hursley, Winchester - *Extreme Blue Internship - UX/UI & Development*

JUNE - AUGUST 2018

- Assigned designer within a team of 3 other developers
- Produced UX & UI workflow alone
- Produced a mobile indoor navigation application for a world leading television broadcast company
- Conducted almost 30 professional presentations to company executives
- Small amount of development within Android studio (XML)
- Presented final product at European expo with 60 other teams & won a prize for best presentation
- Published 2 patents & filed 1 patent

PATENTS

eSignLive tool (Filed)

Patent Reference - P201805633US01

Smart media data tool which identifies a pause point from a user consuming the content and analyzes portions of content. After analyzing the content, the tool identifies “smart” continuation points when the user resumes to understand the key concepts of the media content. These points are determined by the analyzed portions importance and how long ago the media was consumed.

Automatic object scaler in augmented reality (Published)

<https://priorart.ip.com/IPCOM/000257248?fbclid=IwAR0gDic8M-Njp15NuWZi9jes0KkVsusFQjsNpCpHJ0cKZhfMj-kdNx2RTBs>

Varying browser tab relative length based on usage (Published)

<https://priorart.ip.com/IPCOM/000257072?fbclid=IwAR1BaCKf6HQ5QCaN6UKTy66Jjrm8TzqPsecpxkBtJBcHTAOuTOBA62OkdRk>

EDUCATION

Southampton Solent University, Southampton - *Web Design & Development*

SEPTEMBER 2017 - SEPTEMBER 2019

Graduated with 2:1 Bsc