

# Lyndsay Thackrah

## UX Designer



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*As a former educator, teaching at bare bones is all about the experience the student has in class which allows them to learn effectively. Designing, implementing, evaluating & redesigning the lesson, the SOW, the behaviour conversation, whatever the interaction, you're always striving for a better connection. Working with students and other members of my staff team led me to believe that there must be a better way to learn and teach. Too much stress, not enough time for the students as well as staff, guided me to research how we could be doing better to help focus our students as well as ourselves. This led me to thinking about how I could better design a teaching and learning experience and thus to UX Design, through an immersive course at General Assembly. Now, I'm hooked. For me, this goes beyond the education of our young people it's something that's relevant for every single one of us. I'm interested in designing for the greater good. To use my skills to help make the world a better place, one step at a time.*

### Skills

User Testing  
Mind maps  
User Research  
Card Sorting  
User Flows  
Storyboards  
Personas  
Affinity Maps  
Journey Maps  
Sitemaps  
Usability Testing  
Sketching  
Wireframes  
Information Architecture  
Rapid Prototyping  
Presentation Design  
Client-facing  
A/B Testing

### Software

#### Wireframing

Omnigraffle  
Sketch

#### Prototyping

InVision  
POP

#### Coding

Working knowledge  
of HTML & CSS

### Languages

Intermediate Spanish

### Soft Skills

Empathy  
Communication  
Consultation  
Self Awareness  
Presentation  
Negotiation  
Active listening  
Flexible

## Project Experience

### Peekapak Client Project UX Research | UX Design | Gamification

#### 2.5 week, 3 person design team

Conceptualised & designed a child facing platform utilising existing stories and content. We also redesigned the current parent platform to fully allow parents to be involved in the social and emotional learning of their children. Designed to be monetised for revenue generation.

Primary role - Redesign of parent platform for greater cohesion between parent, student and teacher platforms  
Secondary Role - Interactive story book for student platform

### Rand McNally UX Research | UX Design

#### 2 week project, 3 person design team

Designed a mobile app that would allow RM to refocus it's business and use of assets. The solution focuses on repositioning their product offerings to better take advantage of mobile users needs, particularly tourists, who want to be engaged and learn/discover about the environment in which they are currently.

Primary role - Project manager, UX researcher, sketches, wireframes, second prototype

### The Treasure Chest UX Research | UX Design

#### 2 week project, 1 person design team

Designed an e-commerce website to help the simulated client create a strong web presence that reflected their brand image and delivered a valuable user experience as part of a school-initiated design project

## Work Experience

### Freelance UX design

#### 1 person design team

Redesign for current speed reading website and development of health and nutrition web app.

Oct 2015 - ongoing

### City of London Academy, London

Jan 2015 - June 2015

Independent Education Consultant - I worked with the Geography Dept to ensure greater cohesive teaching and learning. I supported a challenged department by introducing and implementing short term and long term strategies to help foster the success of students and teachers alike. I helped repair trust within the department amongst staff and between students and staff. Incorporating intervention strategies and redesigning the curriculum and assessment opportunities was key to the success of the department. I learnt that small steps are the best way for improvement to be immediately effective.

### St Saviour's & St Olave's, London

Jan 2008 - Aug 2014

Head of Geography - I managed the Geography Department, from staff & students to curriculum design & implementation including iterations based on student understanding and actions. Designing fieldwork opportunities was also key. I also observed teachers in the classroom and provided opportunities to improve upon their teaching. I learnt to evaluate regularly, seek regular feedback regarding the program I had designed, provide constructive critique to help students and teachers improve and how to get the best out of themselves.

### Finchley Catholic High School, London

Sept 2004 - Dec 2007

Teacher of Geography - As my first teaching position I refined my teaching (lesson delivery, lesson planning, lesson design, assessment opportunities) and learnt how to respond to challenging behaviour. The most important thing I learnt was that developing positive teacher-student relationships was key to getting the best out of students in class and ultimately their success.

## Education

### General Assembly | San Francisco, CA

Summer 2015

User Experience Design Immersive Student

A 10 week immersive program that teaches the fundamental theories, techniques, and tools of user experience design. The program is taught by top UX practitioners and is designed to provide students with real world experience through a variety of client facing projects.

### London Jewellery School

Diploma in Creative Jewellery

### St Martin's College, Lancaster

PGCE Secondary Education

### University of Derby

BSc (Hons) Geography