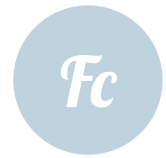


Fiona Cowie | UX Designer

+447732 601359 | fionajcowie@gmail.com | Edinburgh, Scotland



Portfolio: fionacowie.github.io

ABOUT

UX/UI designer with a background in art and over 10 years designing customer experiences in retail display. Creative thinker with a strong attention to detail and an analytical approach to user-centred design.

SKILLS

- User-centred Design
- Mobile First Design
- Competitive Analysis
- Generative + Evaluative Research
- Personas + User Flows
- Information Architecture
- Wireframing + Prototyping
- Usability Testing
- Emotional + Visual Design
- Basic HTML, CSS & JS

TOOLS

- Adobe XD
- Balsamiq
- Optimal Sort
- Usability Hub
- GitHub
- ProCreate
- Atom
- Adobe Illustrator

EXPERIENCE

User Researcher (Volunteer) | *Creative Ethics* | Sep 2020 - Present

- Planned, conducted and analysed user interviews to gain user insight for a website that would help designers learn about sustainable and accessible digital design
- Presented research on a weekly basis to a multi-disciplinary team made up of UX designers, a UI designer and developers
- Crafted tools including persona, mind maps and roadmaps to help the design team discover and meet user needs

Immersive Frontend Project | *CareerFoundry* | Aug - Sep 2020

- Built a responsive portfolio website from scratch utilising UX design processes
- Prepared and ran moderated usability tests on the live site
- Conducted code and accessibility checks, ensuring the site met AA web content accessibility standards
- Carried out cross browser testing to ensure the site would function across its audience's browsers and devices

Immersive UX Project | *CareerFoundry* | Jul 2019 - Aug 2020

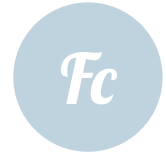
- Implemented design thinking to create a high fidelity prototype for a responsive web app
- Designed and conducted user research, including user interviews, card sorts, usability testing and preference tests
- Designed research-based persona, user stories and user flows to ensure prototype would meet real-world needs
- Employed an iterative process of wire-framing, prototyping and testing to optimise user experience

Visual Assistant | *Debenhams, Edinburgh* | Nov 2007 - Mar 2021

- Worked as part of a team to deliver customer journeys that are both visually engaging and practical for all customers
- Styled displays to brand identities and customer persona
- Trained new staff and mentored work experience students

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SHORT COURSES

- Frontend Development for Designers, *CareerFoundry*

PERSONAL PROJECTS

- Self-employed artist/maker
- Running a creative business selling my illustration work

EDUCATION

UX Immersion, Design Certificate | *CareerFoundry (Remote Course)* | Jul 2019 - Aug 2020

Bachelor of Design (2:1 Hons) | *Duncan of Jordanstone College of Art and Design, University of Dundee*

Advanced Higher German (A), Higher English (A), Higher Art (A), Higher History (A) | *Peebles High School, Peebles*