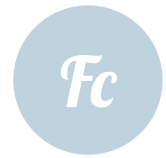


# Fiona Cowie | UX/UI Designer

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



Portfolio: [fionacowie.github.io](https://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

## EDUCATION

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

- Implemented design thinking to create a high fidelity prototype for a responsive web app
- Prepared, conducted and analysed user interviews and usability tests
- Designed research-based persona and user journeys to ensure prototype would meet real-world needs
- Generated concepts and created a mascot to encourage user interaction with the app
- Employed an iterative process of wire-framing, prototyping and testing to optimise user experience
- Engaged with student community to exchange peer feedback and share expertise

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

- Specialised in jewellery design, exploring new materials and the relationship between jewellery and wearer

## EXPERIENCE

**Artist/Maker** | *Self Employed* | Apr 2017 - present

- Creating, marketing and selling own illustration work
- Liaising with customers, event staff and suppliers

**Visual Assistant** | *Debenhams, Edinburgh* | Nov 2007 - present

- Working as part of a team to deliver customer journeys that take into account window dressings, in-store displays and the in-store continuation of external marketing campaigns
- Styling displays utilising a sound understanding of current trends, brand identities and customer profiles
- Training new staff and mentoring work experience students