

# HUW JONES

Product Designer/Developer

## PROFILE:

I'm a designer with over 15 years experience in educational design and development. I'm looking to use my background in psychology, ui development experience and UX design skills to collaborate on digital products that educate, inform and empower users.

## EXPERIENCE:

### Digital Learning Producer

WJEC/CBAC, Cardiff, Wales, Oct 2015 - Mar 2023

- Managed the design and production of multiple bilingual (English and Welsh) classroom resource projects concurrently, adopting an agile methodology. The interactive resources helped to consolidate learning by gamification (quizzes, ranking, spot the mistake etc.).
- Managed a 300%+ project growth rate during the pandemic through effective collaboration with stakeholders, ensuring high quality outcomes to tight deadlines.
- Increased the efficiency and design cohesion of Figma prototype production in the resources team by cataloguing all available component variations and standardising the structure of the component library.
- Coached junior members of the team to increase their understanding of the prototyping process and competence with prototyping production software.
- Expanded my area of expertise into user-centred design, taking numerous UX, UI and Design thinking courses with the *Interaction Design Foundation*. Recently been informed by IDF that I am in the top 1% of students globally.
- Self-imposed lead on usability (including accessibility) issues for the development team. Identified best practices in production processes and sought a more inclusive approach.

### Teacher Guidance Team Leader

WJEC/CBAC, Cardiff, Wales, May 2015 - Oct 2015

- Designed and oversaw the creation of the Teacher Guidance resources for the new A level and GCSE specifications.
- Increased design cohesion, clarity and focus by modularising content to make the resources more usable and less repetitive.
- Managed the project and the workload of seconded members of staff.

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## SKILLS:

- Front end development
- Web design
- UI design
- Visual design
- Design thinking
- UX design
- Wireframing
- High-fidelity prototyping
- Design system management
- Usability testing
- Usability surveys
- Web analytics
- Competitor analysis
- Heuristic analysis

## DEVELOPMENT:

- HTML
- CSS
- Bootstrap
- Sass
- Javascript
- Typescript
- React
- Redux toolkit
- React testing kit
- JEST
- jQuery

## Educational Resources Developer

WJEC/CBAC, Cardiff, Wales, Jan 2011 – May 2015

- Liaised with stakeholders to determine and produce the most suitable design outcomes for bilingual (English and Welsh) digital and print classroom resources.
- Active member of the company's 'web group' that would meet to inform WJEC's online strategy and determine how best to implement the future digital roadmap.

## e-Assessment Developer

WJEC/CBAC, Cardiff, Wales, Nov 2007 – Jan 2011

- Produced high-stakes, summative, on-screen assessments.
- Responsible for training colleagues and stakeholders in the use of specialist assessment authoring software.
- Managed any project-related technical question-creation issues.

## New Platforms Producer

Red Dragon FM, Cardiff, Wales, Aug 2006 – Apr 2007

- Managed the interactive needs of the radio station, including website content and podcast production.
- Produced blogs to drive user engagement with on air features.
- Monitored user analytics for the Red Dragon FM website – insights and knowledge of user-engagement helped the team drive total market share from 11.9% to 15.3% in an increasingly competitive market.

## Founder and Media Designer

Siliconspider Design, RCT, Wales, Dec 2000 – Aug 2004

- Freelance web and print designer accountable for all stages of development – from making initial pitches to prospective clients, to presenting final deliverables and justifying my design decisions.
- Managed the design and production of a website and interactive presentations for 'Digital college' for Glamorgan University, from gathering initial user requirements to final product sign off.
- Advised clients on content structure and user task flow for websites, often producing basic wireframes and sitemaps.

## EDUCATION:

### PG Dip Interactive Media

University of Wales, Lampeter  
(2005–06)

### PG Cert Graphic Communication

The University of Glamorgan  
(2004–05)

### BTEC Foundation Studies: Art and Design

Glamorgan Centre for Art and Design Technology (2003–04)

### City & Guilds: Design & Craft (level 2) including life drawing

Glamorgan Centre for Art and Design Technology (2003–04)

### BSc (Hons) Psychology

City University, London EC1  
(1996–99)

## **PERSONAL DEVELOPMENT:**

**UI design patterns for successful software**

*Interaction Design Foundation*

**User experience: the beginner's guide**

*Interaction Design Foundation*

**Design thinking: a beginner's guide**

*Interaction Design Foundation*

**Conducting Usability testing**

*Interaction Design Foundation*

**Management Development Centre**

*WJEC internal course*

**Stepping into Management**

*WJEC internal course*

**Coaching and Mentoring**

*WJEC internal course*

## **LANGUAGES:**

- Fluent Welsh speaker
- Conversational French