

# JOSEPH PERCIVAL

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## ABOUT ME

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Graduated with a 1<sup>st</sup> Class BSc (Hons) degree in UX Design & Web Development at Edge Hill University. My studies included Data Driven Design, UX Testing, Design and Research, User Centric Design, Web Development using pure HTML5, CSS3, Java Script, jQuery.

Experienced User Experience/User Interface Researcher, Designer and Front-End Developer. Commercially focused with a consistent record of accomplishment in design/development projects from conception to market launch. Requirement gathering, user journey development, user experience planning and prototyping through to UI (User Interface) design and build ensuring excellent Human-Computer Interaction (HCI). UX is my profession and my passion.

Specialties: Mobile, Web, Software GUI, UX design and rapid prototyping, product development, Strategy, and road-mapping, UI design, Front-end development, brand application, digital design.

For code references and version control, my Git repositories can be found here: <https://bit.ly/2Mrawlp> and <https://github.com/JPercival22> where a choice of my projects is available at your disposal

## NOTABLE ACHIEVEMENTS

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- First Class Bachelors (with Honours) degree in Web Design and Web Development
- 3 Years' Experience, in UX Design, UX Testing, UX Research and Front-End Development within a Start Up Business and a Global E-Commerce Company.
- Awarded Several Microsoft Distinction for completing and successfully passing their examinations in their Office Suite to Master Specialist level whilst at college completing my A Level
- Creation and implementation of multiple social media marketing strategies, creating and managing Social Media Advertisements in earlier employment
- Awarded a Microsoft Distinction for completing and successfully passing their Level 5 examination in the Fundamentals of HTML5, CSS3 and JavaScript whilst studying for my bachelor's degree.

## EDUCATION

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**BSc (Hons) – Web design & development - 09/2016 – 2019 – Classification: First-Class with Honours in Web Design and Web Development.**

Edge Hill University - St Helens Rd - Ormskirk - L39

- Project Planning and Time Management with realistic milestones, phases of the design and development process.
- Strong UX and design sensibilities and an interest in attention to detail.
- User Centric Design and attention to detail.
- Design Thinking Experience in testing ethically and consistently on each iteration during the design, development, and deployment processes.
- Usability testing & data analysis
- Research and Design User Stories from the Clients Requirement Analysis.
- Create User Centric Wireframes with inVision/Adobe XD, create icons and image manipulation using the Adobe Creative Suite when User Stories are complete
- Create High-Definition designs that follow usability and accessibility guidelines
- Qualitative & Quantitative Research.
- Experience with CSS pre-processors such as LESS or SASS
- Experience in using HTML5
- Experience in using CSS3
- Experience in using Laravel
- Experience in using PHP
- BDD/TDD Testing
- Agile Workflow Methodologies
- Experience building and debugging complex systems in both individual and team environments
- Experience in using JavaScript
- Experience in using MySQL
- Experience in using Cordova
- Experience in using Python
- Experience in using WordPress
- Strong UX and design sensibilities and an interest in attention to detail
- A/B Testing
- Unit Testing
- User Testing
- Understanding of WRAG standards
- Knowledge and familiarity with browser discrepancies.
- CSS Animation
- Knowledge of Web API's
- Knowledge of responsive Design and development for mobile devices to desktop viewports

Experience with Web Technologies and Frameworks such as:

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- Bootstrap 3 and 4
- Node JS
- CSS Grid
- Flex
- Vue
- ReactJS (React App)
- Java (spring)
- JSP, ST files (Java)
- HTML5
- Vanilla JS
- CSS3 Animation and Keyframes
- SCSS/SASS/LESS

**Microsoft Distinction – The Fundamentals of HTML5, CSS3 and JavaScript 15/5/2018 – Pass**  
Edge Hill University - St Helens Rd - Ormskirk - L39 4QP

- Skills based examination on web development syntax
- Achieve a 70% overall success (pass mark)
- Demonstrate knowledge of coding in JavaScript
- Debug constructed functions in the above languages
- Demonstrate clean, precise and functional code
- Create a dynamic and interactive Web Site

**Level 2 (GCSE Equivalent) – ITQ – 5/9/2013 – 3/5/2014 - Pass**  
St. Helens College, Water Street, St. Helens, Merseyside. WA10 1PP

- Word Processing
- Presentation Development
- Computing Peripherals
- Spreadsheets
- Databases
- Entered the Microsoft Challenge by the College and came 9<sup>th</sup> place out of 87 Colleges
- Spreadsheets
- Unit Test

**Microsoft Office Master – Microsoft Distinction –15/5/2016**  
St. Helens College, Water Street, St. Helens, Merseyside. WA10 1PP

- Advanced Skills based examination on the entire Microsoft Office Suit
- Achieve a 70% overall success (pass mark)
- Word Expert Examination
- Excel Expert Examination
- Access Expert Examination
- PowerPoint Core Examination
- Outlook Core Examination

## WORK EXPERIENCE

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**Freelance UX Researcher, Tester and Designer – 02/02/2021 - Present**  
**Self Employed**

- Testing several aspects of user experience to find the best way for a website and its elements to interact with its audience.
- Conducted Testing in B2B, B2C, e-commerce to show a clear information architecture, include compelling content, offer details about products and services that users care about, and have simple, understandable interaction design.
- Conducted A/B Testing.
- Analytical Analysis of customers' existing sites made recommendations for future development improvements.
- UX Design (Wireframing, rapid prototyping, High-Def Design and Testing).

**UX Designer and Front-End Developer – 18/05/2020 – 01/02/2021**

The Hut Group, Manchester.

A multiple task employee, originally employed as a Software Developer, however, upper management realised my talent in User Experience and employed me as a UX Designer too. Designing, Testing and Developing websites for Nintendo, Coca-Cola, L'Oreal, Burt's Bees and My Protein.

### UX Responsibilities

- Work with designers, product managers, engineers, and research managers to prioritize research opportunities in a fast-paced, rapidly changing environment
- Work in a cross-functional team of designers, product management, and copywriters to concept and develop solutions that are effective, authentic, and innovative
- Work with designers, developers, producers, and research managers to priorities research opportunities in a fast-paced, rapidly changing environment
- Work collaboratively with UX team members, Development teams, Product Owners, Users, and other stakeholders as part of an Agile Software Development process

### Development Responsibilities

- Drive product improvements based on research findings in close collaboration with UX designers, Engineers, and Product Managers

- Keep up to date on products Software Development Life Cycle (SDLC).
- Utilise my UX knowledge and skills during the coding sessions
- Utilise my skills in HTML5, CSS3, Sass, JSP, Java, Node.js in learning their environment effectively
- Adhere to the company guidelines and contract agreements
- Complete tasks set in Jira
- Update company's Version control
- Be proactive when needed
- Liaise with management over any improvements or where I have found flaws in the product
- Keep up to date with modern technologies that may be useful to any project
- Communicate effectively with the team

#### **Freelance Web Designer and Web Developer - 12/03/2019- 18/05/2020**

St. Helens, Merseyside.

- Create Project Planning and Time Management with realistic milestones, phases of the design and development process.
- Agree with the client to User test ethically and consistently on each iteration during the design and deployment processes.
- Test ethically throughout the design stages and development stages with the client.
- Create User Centric Wireframes, test with the client then move onto high-definition prototypes in Adobe XD.
- Keep up to date on the products Software Development Life Cycle (SDLC).
- Adhere to company guidelines and be proactive, when necessary, for the time management to be effective.
- Research and Design User Stories from the Clients Requirement Analysis.
- Revise and Research suitable frameworks (if needed) for individual projects
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#### **Junior UX/ Front End Developer- 02/07/2019- February 2020**

**Blinx Solutions. Daresbury Science and Technology Park, Warrington, Cheshire**

Employed before I graduated from university, as a Junior Front End Developer at a small Business Intelligence Start Up Company, management realised my skills in UX, as the company was still in its infancy and no design team present at that time, I created a UX Research and Design team, appointed UX Lead whilst still undertaking my original Front End Responsibilities.

- Investigated user behavior and market demographics; Created storyboards using Adobe Illustrator and InDesign
- Analysed and synthesized qualitative and quantitative data to refine meaningful findings to inform information architecture design process
- Supplying design direction to the UX team via mid-to-high fidelity concepts and prototypes based on user research feedback Maintaining a database of strong user research participants, as well as a central UX resource that gives team members visibility into research processes and findings
- Find and prioritize research opportunities in a fast-paced, rapidly changing environment
- Conducting user research using a wide variety of qualitative and quantitative research methods, in-person and remote
- Conducting user testing of design concepts and prototypes
- Reaching out to customers to recruit them for feedback/research opportunities
- Attend SCRUM meetings and development opportunities with Management
- Work effectively with the company's Requirement Analysis of assigned projects
- Apply strong UX and design sensibilities and keep a strong attention to detail throughout development stages.
- Partner with engineers, analysts, and other technical roles to create and share research
- Keep well-informed of technology changes and guideline/specification development
- Help with Wireframes and High-Definition Designs created in inVision and Adobe Creative Suite (Adobe XD) when needed
- Utilise my UX knowledge and skills during the coding sessions
- Utilise my skills in HTML5, CSS3, Bootstrap, NodeJS and frameworks
- Adhere to the company guidelines and contract agreements
- Communicate effectively with the team

#### **Manager and Skilled Tradesman - 2/3/2006 - 18/7/2014**

Taylor Woodrow Ltd, Manchester

Prior to making the decision on a career change and gaining A levels and Bachelor's Degree in Computer Science, I worked here for many years originally as a Laborer, promoted to Bricklayer and then into management. My general duties here were:

- Tradesman and Manager
- Promote positive work ethics and increase productivity whilst ensuring and following Health and Safety Guidelines.
- Raise awareness of the benefits of improving internal & external relations to improve accident count and decrease completion time
- Increased productivity by 20- 30% and worked to strict deadlines.
- High energy, enthusiasm, and positivity in a fast-paced environment
- Work closely with the designers, test each stage rigorously

#### **PERSONAL INTERESTS**

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I enjoy exercising, going to the Gym, Swimming, the team involvement in playing Football and Rugby and I enjoy Cycling. I enjoy spending time and having fun with my two children, I also enjoy learning and teaching Guitar too. I like to Design and code in my spare time, love researching modern technologies, trying them out and integrating them into some of my own designs too.