JOHANNA BLOOD

PROFILE

I am a UX designer with a background in events management. After years of planning and executing successful events, I decided to pivot my career and pursue a new passion in UX design. I have always been fascinated by the ways in which people interact with technology, and I saw an opportunity to apply my skills in project management, communication, and problem-solving to the world of UX design. My unique perspective as a former events manager allows me to approach UX design with a holistic, customer-focused mindset. I understand the importance of creating seamless experiences that meet the needs of both users and stakeholders, and I am committed to using my skills to help businesses achieve their goals and create meaningful connections with their customers.

DESIGN SKILLS

- Prototyping
- User Personas
- User Testing
- Wireframes
- User Research
- Cross-functional
- Team Management
- Project Management
- Revenue Generation
- Persona-based Marketing
- Executive Reporting

TECHNICAL SKILLS

- Adobe
- InDesign,
- Illustrator
- Photoshop
- Atlassian
- Systems Sketch
- Figma
- Balsamiq
- UXPin
- InVision Axure
- RP T

EDUCATION

- UX Design Certification, Online, 2023 - *Careerfoundry*
- Digital Accelerator course, Brighton, 2022 - *Creative Process*

EXPERIENCE

Freelance Consultant UX Designer
2029 - Present

I am a UX consultant specialising in creating engaging and intuitive mobile and web applications for start-ups in the food industry.

UX DESIGNER , Unilever, London UK (Remote)
2025 - 2029

As a UX designer at Unilever, I created exceptional user experiences for chefs on UFS platforms. Working closely with the Operator Experience team, I optimised existing user journeys, created new ones, and always kept the user's needs at the forefront of my designs.

Junior UX Designer, McDonalds, London UK/ Remote
2023 - 2024

As a Junior UX designer at McDonald's , I have been responsible for collaborating with cross-functional teams to design intuitive digital experiences that simplify the ordering process for customers, while ensuring brand consistency across all touchpoint's.

FUTURE PORTFOLIO

McDonalds UX intern

As a UX Intern designer at McDonald's, I worked on exciting projects such as designing the user experience for the mobile app and the self-service kiosks. For the app, I created a user-friendly interface and intuitive user flows; increasing app usage and customer satisfaction. For the kiosks, I designed a seamless ordering experience for customers, resulting in increased kiosk usage, customer satisfaction, and sales.

Unilever UX Designer

One of my projects as a UX designer at Unilever involved working on the user experience design for the Unilever Food Solutions mobile app. In this project, I was responsible for creating a user-friendly interface that allowed chefs to easily access information about UFS products, recipes, and promotions. I also designed intuitive user flows that made it easy for chefs to place orders and track their delivery status. Through this project, I was able to contribute to the app's success by increasing engagement, conversion, and sales for UFS. Another project that I worked on was the redesign of the UFS website, where I was tasked with creating a responsive and user-friendly design that met the needs of chefs looking for information on UFS products and services. As a UX designer, my role involved conducting user research to understand the needs of our target audience and designing wireframes and prototypes that aligned with their expectations. The resulting success of this project was measured by increased website traffic, engagement, and customer satisfaction.

Diageo PLC UX Designer

The project involved developing a mobile app for Diageo's whiskey enthusiasts to learn about different whiskey brands and participate in tastings and events. As the lead UX designer, my role was to collaborate with a cross-functional team of designers, developers, and business stakeholders to conceptualise and design the app, ensuring that it met the needs and expectations of the target audience. I conducted user research and created user personas to understand the behaviours, preferences, and pain points of whiskey enthusiasts. Based on the research findings, I created wireframes and prototypes to test the app's functionality and user experience. I also worked with the development team to ensure that the design was technically feasible and scalable. The resulting success was a well-designed and well-received mobile app that received positive feedback from whiskey enthusiasts and industry peers. The app provided users with valuable information about different whiskey brands and helped them participate in tastings and events. The app's user centred design, intuitive interface, and smooth functionality contributed to its success, with many users citing it as their go-to resource for whiskey-related information and experiences. The app also received industry recognition for its innovative design and functionality.
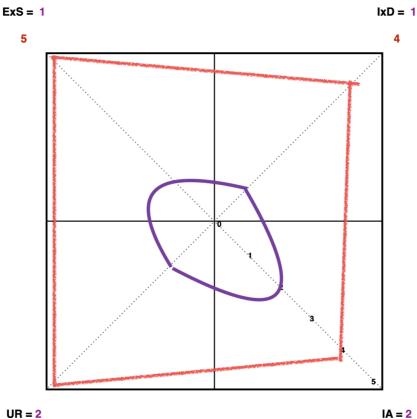
Freelance UX Design Consultant

I recently worked on a project with a start-up restaurant chain that wanted to improve their online ordering system. The existing platform was outdated and difficult to navigate, leading to frustrated customers and lost revenue. My role as a UX designer was to conduct user research and create a new interface that streamlined the ordering process. I began by conducting interviews and surveys with both customers and restaurant staff to understand pain points and gather feedback. From there, I created wireframes and prototypes that incorporated user feedback and emphasised simplicity and ease of use. After several rounds of testing and iterations, we launched the new platform. The resulting success was impressive; the restaurant chain seeing a 30% increase in online orders within the first month of launching the new platform. Customers appreciated the improved usability and were more likely to return to the restaurant for future orders. The client was pleased with the increased revenue and improved user satisfaction.

Steps to continue education and growth

• Finish Career Foundry course

• Immerse myself regularly with UX/UI : Vlogs, Newsletters, podcasts etc.

• Start working on real life projects to gain experience and knowledge.

• Find my feet and then take a specialisation course

• Create an online portfolio and network through events and platforms like LinkedIn.

ExS = 1   IxD = 1

5   4

UR = 2   IA = 2

5   4