

Alistair Hughes

UX/UI Designer

A-Hughes.com

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Software

UX

Figma
Sketch
Adobe XD
Flowmapp

UI

Illustrator
Photoshop
InDesign
Webflow

Mockup/Dev

Zeplin
InVision
Bravo Studios

Coding

(Firm understanding)

HTML
CSS
JavaScript
React

Management

Monday.com
Asana
Trello

Hobbies

Fitness;

Annabel Martin Charity Run
2017-2019
Amateur Power-lifter, on track to reach the semi-professional level

Woodworking;

Undertaking personal projects for friends and family

Experience

UX/UI Designer

Lead Pronto

August 2020 – Present

Lead A/B and MVT testing, with designed based on analytics and metrics mainly gathered from Google analytics and Hotjar

Increased leads generated from clients sites by up to 40% by using data and analytics to make informed design changes to their sites

Worked independently and as a team of 6 cross-functionally to research and conceptualise site designs

Working Alongside the developers, working to create briefs and dev-friendly files for hand-off, and continually working with them till the project was finished

Freelance Digital Designer

Self Employed

May 2018 – August 2020

Pitched concepts and managed stakeholders expectations, providing clear plans and time scales, working with them throughout the process to keep them informed

Most impactful projects

- Worked on numerous concept apps mockups from research to UX, to UI, to full interactive prototypes for user testing and to pitch for potential buyer
- Worked with an independent brewery to create their whole brand from labels for the products to merchandise
- Worked with larger clients to design to design additional products and pages that complied with their pre exciting design system and house style

Graphic Designer (Internship)

DayDream Design

July – October 2019

Worked with the lead designer to design numerous projects, including; Websites, flyers, packaging and branding of companies

Helped to pitch ideas to clients and worked with them to resolve any issues with the design to make it fit for purpose

Education

University of Reading

2016–2019

BA Graphic Communication and Typography

Achieved: High 2:1

Coleg Cambira

2014–2016

Level 3 IT and Networking BTEC 90 Credit Diploma

Achieved: D*, D*, D* (Distinction Star, Distinction Star, Distinction Star)

Recent Courses

Master Digital Product Design: UX Research & UI Design

April 2021 [Udemy](#)

Sketch from A to Z (2020)

January 2021 [Udemy](#)

Advanced Google Analytics

December 2020 [Google](#)