Alistair Hughes

UX/UI Designer

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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

Led A/B and MVT testing, informed by detailed analytics and metric-based design.

Increased lead generation on client sites by as much as 40% through considered use of data and analytics to make appropriate design and user improvements.

Undertook several individual projects as well as in conjunction with a small team, displaying the self-motivation and time management to be able to work effectively as an individual but also developing solid communication skills as part of a group.

Working closely with developers to create briefs and dev-friendly files for hand-off, maintaining contact and continuing to assist throughout a project's life cycle.

Freelance Digital Designer
Self Employed
May 2018 – August 2020

Pitched concepts and managed stakeholder expectations, providing clear plans and time scales and maintaining close contact throughout each instruction.

Highlights include:

- Working on numerous concept apps, from mockups right through the design process to create interactive prototypes for user testing.
- Working with an independent brewery to create their full suite of branding, from product labels, advertising, to merchandise.
- Working with larger clients to design to design additional products and

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