

# ROSS SHELFORD

UX/UI Developer

Personal Portfolio <https://rossshelford.netlify.app/>

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## PERSONAL STATEMENT

Enthusiastic designer currently specialised in user interface design. Collaborating with high profile clients in industries such as sport, culture and health.

Working in a fast-paced environment for international clients from development, project management, designing, creating and optimising designs to understanding individual user requirement.

Seeks a varied position that will enable both personal and professional growth. Able to work independently and use initiative, eager to undertake any training necessary to develop skills further.

## KEY SKILLS

### Design ▾

- User Interface
- Conceptual thinking
- Typography
- Illustration
- Logo creation

### Software ▾

- Illustrator
- Photoshop
- Sketch 3
- Figma
- After Effects

### Tech Stack ▾

- JavaScript / React
- Git / GitHub
- HTML
- CSS / Tailwind

### Management ▾

- Kanban System
- Mentoring
- Time Management
- Problem Solving

## PERSONAL INTERESTS

- Art & Culture
- Technological advances
- Block-chain Technology
- Snowboarding
- Video game industry
- Mountain Biking
- Chess
- Golf
- F1
- Camping / Fishing
- Motorcycles
- Cooking

## EDUCATION

### Learning Javascript, HTML, CSS, React

Self-Taught  
July 2020 - Current

### Creative Pioneers

Level 3 Creative and Digital Media  
May 2016 - May 2017

- Maths Level 2
- English Level 2
- ICT Level 2

### Harlow College Student representative

Graphic Design Level 3 Extended Diploma (DMM)  
June 2013 - June 2015

Art & Design Level 2 (M)  
Photography Level 2 (M)  
Media Level 1 (P)  
June 2011 - June 2013

## EXPERIENCE

### Development Project Manager

Imagineear  
November 2021 - Current | London, UK

Managing external agency developers to align with internal resources on various projects to ensure deadlines and deliverables are met.

Reporting directly every week to Stakeholders and the Managing Director, assuring timelines are accurate and resources are spread accordingly.

Building upon client relationships whilst being the main point of contact for clients for technical features, communicating requirements for bespoke features.

From design to deployment implementing React projects onto company content management system stream-lining the training process.

Promoting growth for my team and providing structured learning, overseeing personal and professional growth.

### Graphic Designer

Imagineear  
January 2019 - November 2021 | London, UK

Developed interfaces from concept to delivery, by utilising wireframes and flowcharts, creating a unique look and feel that is tailored to the client's established brand guidelines.

Throughout employment learnt how to develop scripts to automate variable data and insert this into project files. Increasing productivity for my entire team drastically.

Undertook a complete corporate re-brand by designing cohesive visual styles across numerous mediums such as websites, logos and print materials.

Design and develop audio visual content to the specifications of Imagineear's bespoke devices.

Working independently with web-application developers on projects. Understanding the best web practices whilst wire-framing, leading to increased satisfaction from our user testing.

Increasing my skill-set by improving development knowledge and learning new programs such as Sketch 3 and Figma whilst also becoming more adept in the Adobe Suite.

Working on tender document visuals for global clients helping to increase acceptance rate year on year.

### Creative Studio Executive

Imagineear  
May 2016 - January 2019 | London, UK

Increased responsibility after completion of apprenticeship by working on multilingual graphics for bespoke tour devices.

Producing marketing materials such as banners, leaflets, lanyards, client user manuals.

Creating uniquely designed products from concept to completion for clients.

Progressed to handling responsibilities independently, communicating in a proactive way to help complete projects.