



SAMANTHA HERELLE

UX/UI DESIGNER
LONDON

CONTACT DETAILS

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[VIEW MY PORTFOLIO](#)

UX SKILLS

User Research
Information Architecture
Wireframing
User Journeys
User Interface
Design Prototyping
User Testing

TECHNICAL SKILLS

Adobe XD
Figma
InVision
Photoshop
InDesign
Balsamiq
HTML/CSS

OTHER SKILLS

Project Management
Communication
Solutions-focused
Teamwork

Personal Profile

London-based, UX/UI designer, with strong interpersonal skills, who enjoys working in customer-focused, agile, team environments, is looking for a role that provides opportunities for further development as a UX designer while solving real-life challenges.

Has previous experience in marketing and customer service roles and can confidently empathise and understand customer needs and communicate solutions effectively. Has a proven track record of managing successful projects.

Employment History

UX/UI volunteer roles

- Good Praxis, London

June 2021

Conducted remote usability and information architecture testing to evaluate a client's website redesign. Analysis of results and presentation of findings to the design team.

- Quiver Dating, Santa Monica

June 2021 - September 2021

Part of a remote UX/UI intern team, working directly with CTO and Founder, to develop an MVP for a new dating app.

Work Coach, Civil Service, London

October 2020 - Present

Part-time role while studying for a career change as a UX/UI designer.

The role involves:

- Using coaching and communication techniques along with sound judgment, empathy, and compassion to help people suffering unemployment and hardship, caused by the pandemic, back into work and financial independence
- Collaborating with teams and supporting partners to find suitable solutions for vulnerable customers
- Maintaining accurate customer records

Events Marketing Manager, Association of Corporate Treasurers, London

June 2019 - June 2020

Duties included:

- Developed and managed delegate, member, and sponsor marketing campaigns and on-site marketing and branding at events
- Updated web content - improved functionality and optimised online marketing efforts
- Researched new ways to increase delegate numbers and revenue, via marketing campaigns and techniques
- Worked closely with suppliers, internal teams, and customers to improve the customer experience.

Previous Events Marketing roles, London

July 2016 - May 2019

Duties included:

- Planned and delivered multi-channel campaigns, including creating copy, campaign tracking, reporting, budgets, and post-event analysis for various global events
- Coordinated with project leads and stakeholders to develop strategies to meet commercial and delegate targets
- Launched, updated, and maintained websites and event apps
- Analysed, maintained, and segmented client databases, created targeted messages for each audience, created automation paths, and worked towards 365 audience engagement.

Events Manager roles, London

March 2011 - December 2017

Please see my [LinkedIn](#) profile for more information on past roles.

Educational History

Career Foundry UX/UI Design Course

September 2020 - April 2021

An online, 8-month, 400-hour intensive training program for UX Designers with an in-depth focus on the UX process and methodology, data-driven approaches to strategy as well as prototyping, wireframing, developing personas, testing, and research followed by a further 100-hour specialization in UI design with a focus on making user's interaction as simple and efficient as possible.

[Link to my UX portfolio on Behance](#)

BSC in Management Sciences

UMIST, University of Manchester

Grade 2:1 (1994-1997)