

SAMANTHA HERELLE

UX/UI DESIGNER
LONDON

London-based, UX/UI Designer, with strong communication skills, who enjoys working in user-focused, agile, team environments, is looking for a role within an innovative company, with opportunities to solve user and business challenges.

Has previous experience working within teams in marketing and customer service roles and can empathise with users, use data to design and iterate effective user-centric solutions and can confidently communicate decisions. Has a proven track record of managing successful projects.

UX/UI FREELANCE DESIGN PROJECTS

October 2020 to June 2021

- Ink Me. A responsive web app that allows users to search for tattoo designs and contact artists. The project focused on the UX design process from research, using data to identify problems, creating personas and user flows, sketching, testing, wireframing, design iterations and validating high fidelity prototypes.
- Kickstart Jobs. A responsive web app designed to help 18-24-year-olds with complex needs find jobs and complement the UK Government's Kickstart Jobs Scheme. The project focused on UI design – identifying user goals and journeys, creating wireframes, style and design guidelines and ensuring accessibility.
- English Up. An easy to use mobile app that motivates people to learn new English vocabulary. The project describes my UX design process from research and analysis of user insights, creating personas, user flows, wireframes, rapid prototypes, conducting usability tests, followed by design iterations.

WORK EXPERIENCE

Freelance UX Researcher, 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. [Testimonial](#)

Work Coach, Civil Service, London

October 2020 - Present

The part-time role involves:

- Working within a busy team interviewing, coaching and supporting people, suffering unemployment and hardship, back into work
- Collaborating with supporting partners to find suitable solutions for vulnerable customers
- Maintaining accurate customer records.

CONTACT DETAILS

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UX/UI SKILLS

User Research
User Interviews
Information Architecture
Wireframing
Sketching
User Flows
Users Personas
Prototyping
User Testing
Style Guides
Design Presentations
Business Reports
UI and Visual Design
Mobile and Responsive
Webs Apps

TECHNICAL SKILLS

Adobe XD
Figma
InVision
Photoshop
InDesign
HTML/CSS
Miro
Google Analytics

SOFT SKILLS

Project Management
Communication
Solutions-focused
Teamwork
Coaching

Events Marketing Manager, Association of Corporate Treasurers, London

June 2019 - June 2020

Duties included:

- Collaborated with cross-functional teams, shared and implemented ideas to improve the customer experience at events, and while using events apps and the website
- Worked with developers on the launch of event apps in Apple and Google stores
- Weekly presentation of event KPIs and marketing activities and explanation of plans
- Welcomed feedback from team/management and adapted plans accordingly
- Designed and managed design deliverables for ACT products, including newsletters, social media collateral, on-site marketing and branding at events
- Acted as brand ambassador ensuring marketing collateral adhered to brand guidelines
- Championed event delegates at all times
- Creation of effective event marketing plans that met financial targets and other KPIs
- Through research, effective use of data and testing new marketing techniques, increased delegate numbers for ACT Middle East Summit 2019 by 50%.

Previous Events Marketing roles, London

July 2016 - May 2019

Duties included:

- Worked with developers and external suppliers to launch and maintain websites, paywalls and event apps and optimise the delegate experience
- Worked with external designers to develop branding and event collateral
- Collaborated with project leads, teams and stakeholders to develop strategies to meet commercial and delegate KPIs
- Weekly reporting and presentation of statistics to support marketing and event decisions
- Line managed, trained and developed events and marketing employees
- Analysed, maintained, and segmented client databases, created targeted messages for each audience.

Events Management roles, London

March 2011 - December 2017

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

EDUCATION

Career Foundry UX/UI Design Course

September 2020 - June 2021

- Completed a 400-hour intensive training program for UX Designers,
- In-depth focus on the UX process and methodology, data-driven approaches to strategy as well as prototyping, wireframing, developing personas, testing, and research.
- 100-hour specialisation in UI design with a focus on making user's interaction as simple and efficient as possible.
- [Link to my portfolio](#)

BSC Management Sciences

UMIST, University of Manchester

1994-1997

Grade 2:1

LANGUAGES

Advanced Spanish