SAMANTHA HERELLE

UX/UI DESIGNER
LONDON

CONTACT DETAILS

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VIEW MY PORTFOLIO

UX/UI SKILLS

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

TECHNICAL SKILLS

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

SOFT SKILLS

Project Management
Communication
Solutions-focused
Teamwork
Coaching

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 career progression as a designer while solving user and business 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.

Experience

Freelance UX Designer, Good Praxis, London
June 2021

A freelance role where I 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

UX/UI Design Projects
October 2020 to June 2021

- Ink Me. A responsive web app that allows users to explore the inspiration for tattoo designs and find tattoo artists. Project details my design process from understanding the user through to testing and validating high fidelity prototypes.

- Kickstart Jobs. A responsive job search web app aimed at 18-24-year-olds with complex needs. The project focused on UI design and describes the process to a user-centric, easy to use and visually pleasing product.

- English Up. A mobile app that empowers and motivates people to learn new English vocabulary. Researched and analysed user insights, created rapid prototypes and conducted usability tests.

Work Coach, Civil Service, London
October 2020 - Present

Part-time role while studying UX/UI and freelancing.
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:
- Acted as brand ambassador ensuring marketing collateral adhered to brand guidelines
- Championed event delegates at all times
- Collaborated with cross-functional teams and shared ideas to improve the customer experience at events and marketing communications
- Worked with developers on event app functionality
- Continually updated the website in order to improve functionality and optimise online marketing efforts
- Through research, effective use of data and testing new marketing techniques, increased delegate numbers for ACT Middle East Summit 2019 by 50%
- Designed and managed design deliverables for ACT products, including newsletters, social media collateral, on-site marketing and branding at events
- Worked with external design agencies on event branding and effectively communicated the event vision and delivered branding projects on time and within budget.

Previous Events Marketing roles, London
July 2016 - May 2019

Duties included:
- Weekly reporting and presentation of statistics to support marketing and event decisions
- Collaborated with project leads and stakeholders to develop strategies to meet commercial and delegate targets
- 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
- 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, 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.
- 100-hour specialization in UI design with a focus on making user's interaction as simple and efficient as possible.

Link to my portfolio

BSC in Management Sciences
UMIST, University of Manchester
1994-1997
Grade 2:1