

SAMANTHA HERELLE

LONDON

UX/UI/Product Designer who enjoys working in user-focused and 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 and stakeholders.

WORK EXPERIENCE

UX Designer (volunteer), Numberfit, London

September 2021 - Present

- Working with the design team to update the company website and improve lead generation and event/customer registration flows.
- Participate in weekly, remote meetings to discuss design decisions and implement improvements

User Researcher (unpaid), Good Praxis, London

June 2021

- Collaborated with Design Lead on a client website project
- Created and 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.

UX/UI Career Foundry 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, style guides 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, wireframes, selecting colours and typography, 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.

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

Interviewing

Public speaking

Work Coach, Civil Service, London

October 2020 - Present

This part-time, contract role involves:

- Working within a busy team at a job centre - interviewing unemployed people, discovering their challenges and finding solutions to support them back into work
- Collaborating with partners to find suitable solutions for vulnerable customers
- Maintaining accurate customer records.

Events Marketing and Management roles, London

March 2011 - June 2020

Duties included:

- Conducted pre and post-event market research - both qualitative and quantitative
- Analysed feedback and user data to improve the customer experience on apps and websites
- Worked with developers to launch and maintain event apps, websites, digital platforms and paywalls
- Was part of and led project teams - kept projects on track and within budget
- Collaborated with project leads, teams and stakeholders to develop strategies to meet commercial and delegate KPIs
- Presented business cases, event and marketing decisions to staff and senior leadership teams for feedback and sign off
- Presented training programmes at conferences and facilitated workshops
- Worked with video production companies on promotional videos and webinars
- Acted as brand ambassador ensuring marketing collateral adhered to brand guidelines
- Designed and managed design deliverables including newsletters, social media collateral, on-site marketing and branding at events
- Created and delivered successful event and marketing plans that met financial targets and KPIs
- Line managed, trained and developed events and marketing employees
- Analysed, maintained, and segmented client databases, creating targeted messages for each
- Please see my [Linkedin](#) profile for full details of past roles.

EDUCATION

Career Foundry UX/UI Design Course

September 2020 - June 2021

- Completed a 400-hour, online 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