



# 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  
InVision  
Photoshop  
InDesign  
Balsamiq  
Figma  
HTML/CSS

### OTHER SKILLS

Line 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, short-term 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)