

# SAMANTHA HERELLE

UX/UI DESIGNER  
LONDON

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

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

## UX/UI DESIGN PROJECTS

October 2020 to June 2021

- Ink Me. A responsive web app that helps users find tattoo designs and reputable tattoo artists. Project describes 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 my design 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 EXPERIENCE

### Freelance UX Designer, 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

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.

## CONTACT DETAILS

+44 7501 363636  
samantha.herelle@  
gmail.com

[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 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