

# 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.

## WORK EXPERIENCE

### User Researcher Intern, Good Praxis, London

June 2021

- Collaborated with Design Lead on 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.

### Work Coach, Civil Service, London

October 2020 - Present

This part-time role involves:

- Working within a busy team at a jobcentre - interviewing unemployed people, discovering their challenges and supporting them back into work
- Collaborating with 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:

- Used feedback and user data to improve the customer experience while using events apps and the website
- Conducted pre and post-event market research - both qualitative and quantitative
- Worked with developers on the launch of event apps in Apple and Google stores
- Collaborated with cross-functional teams and led weekly presentations about event KPIs and marketing activities
- Working with a video production company on event promotional videos
- Acted as brand ambassador ensuring marketing collateral adhered to brand guidelines
- Designed and managed design deliverables for ACT products, including newsletters, social media collateral, on-site marketing and branding at events
- Created and delivered 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%

## **Contract Events Marketing and Management roles, London**

March 2011 - May 2019

Duties included:

- Worked with developers and external suppliers to launch and maintain websites, paywalls and event apps and optimise the delegate experience
- Conducted pre and post-event market research - both qualitative and quantitative - to uncover customer buying and perception patterns and insights
- Worked with external designers to develop branding and event collateral, working with brand guidelines
- 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, creating targeted messages for each
- 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