



# UX & UI Design, Front-end Development.

Profile	Independent product designer, from London. Working with a wide range of clients – from small startups to well-established companies – looking to improve their current product or grow their brand from the ground up.		
Expertise	<ul style="list-style-type: none"><li>• User Interface Design – Sketching, Wireframing. Designing Web and Mobile applications and design systems in Sketch, Figma and Framer X.</li><li>• User Experience Design – User Research, User Task Flows, Site Mapping, Persona Creation, Wireframing.</li><li>• Visual Identity Design, Icon Design.</li><li>• Front-end Prototyping using static site generators – Hugo and Gatsby.</li><li>• Building Front-end Component Libraries.</li><li>• Writing scaleable CSS architecture – SUITCSS, SMACSS, OOCSS, ITCSS.</li><li>• Web Typography – working with modular scales, variable fonts, responsive and fluid type.</li></ul>		
Experience	<b>Lead UX &amp; UI Designer</b> Angel Investment Network, London <i>Oct 2014 - Present</i>  Front-end prototyping. Building a design system: <a href="#">ainlabs.netlify.com</a>	<b>Web Design &amp; Development</b> Harvey Nichols, London <i>Oct 2011 - April 2015</i>  Day to day designing of editorial content for website and print various print projects.	
	<b>Web &amp; Editorial Design</b> Avenue 32, London <i>Feb 2013 - Jul 2013</i>  Fashion editorial content design for online.	<b>Web Design &amp; Development</b> SampsonMay Design Ltd, London <i>Feb 2011 - April 2011</i>  Website design. HTML prototyping.	
Personal Projects	<b>In Detail</b> Co-founder / UX & UI Designer <i>Feb 2011 - Present</i>  In Detail has become one of the biggest platforms for jewellery focused content in the UK. The site has recieved much acclaim from the industry, leading to several collaborations, most notably with The World Gold Council and Dover Street Market.  <a href="#">indttl.com</a>	<b>Type Services</b> Typography Design <i>Feb 2017 - Present</i>  Type Services is the result of my facination and experimentation with letterforms. I'm particularly interested in inconsistency and imperfection in type design.  <a href="#">typeservices.co</a>	
Education	<b>University of the Arts London</b> Diplomas in Graphic Design <i>Jan 2008 - Mar 2018</i>  Design for Visual Communication, Desktop Publishing, Design & Layout Skills, Pixel and Vector Based Image Manipulation.	<b>University of Leeds</b> BA(Hons) Fine Art & History of Art <i>Sept 2004 - Sept 2007</i>  Painting & Screenprinting. Dissertation on the impact of technology on the artist.	
Technical Skills	<b>Software</b>  Figma Framer X Sketch Adobe Suite VS Code Wordpress Hugo Gatsby Contentful	<b>Languages</b>  HTML5 CSS3 SCSS Ajax JavaScript React Node	<b>Tools</b>  Git Abstract Gulp Webpack Pen & paper
Social	<a href="#">codepen.io/harrycresswell</a> <a href="#">github.com/harrycresswell</a>		<a href="#">twitter.com/harrycresswell</a> <a href="#">medium.com/@harrycresswell</a>