

# ADRIANA FOWLER

## UX DESIGN

### UX SKILLS

- USER RESEARCH
- TASK ANALYSIS
- INFORMATION ARCHITECTURE
- PERSONAS
- JOURNEY MAPS AND FLOWS
- USABILITY TESTING
- WIREFRAMING
- PROTOTYPING

### TOOLS

- SKETCH
- ADOBE XD
- BALSAMIQUE
- INVISION & STUDIO
- FLINTO
- PRINCIPLE
- ILLUSTRATOR
- PHOTOSHOP
- MS EXCEL

### CONTACT DETAILS:

**E-mail:** adrianafowler80@gmail.com  
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<https://adrianafowler.github.io/portfolio-website/index.html>

**Location:** UK, Bath and Bristol area

### PERSONAL PROFILE:

UX/UI Designer with a background in product photography, teaching, event planning, journalism, sales and marketing. Strong interests in human nature, psychology, education and human development with a passion for visual design and technology. Good understanding of HTML5, CSS3 and JavaScript and graphic design principles. Analytical thinker and problem solver with a constant thirst for knowledge.

### EDUCATION:

**Certified UX Design Programme** - Career Foundry | 16/09/2019 - 06/02/2021

**Programme was divided into four project-based courses:**

- Introduction to UX Design, completed with designing vocabulary app.
- UX Design Immersion, completed with designing a native app.
- UI for UX Designers, completed with designing responsive web app.
- Frontend Development for Designers - developing portfolio website.

#### Concepts covered:

Thinking like a user, understanding the user, foundational design, usability testing, refining the design, end-to-end design, composition and visual design, advanced UI and the design handoff, HTML, CSS and JavaScript fundamentals.

**Graphic Design Essentials** - Bath College | 2018 - 2019

#### Concepts covered:

Visual literacy, visual consistency, visual hierarchy, story telling, , composition, typography, imagery, light, focal point, texture, colour, visual weight - space.

**Web Development with JavaScript and PHP** - Bath College | 2018 - 2019

Project-based coding course. Building photo gallery website with HTML 5, CSS, JQuery and PHP.

**MA in Social Science/ Qualified Teacher Status in England**

University of Warsaw and The Higher School of Pedagogy | 2007

Five-year University Programme graduated with a 1st class honours

#### Subjects included in programme:

General Psychology, Sociology, Social Psychology, Biomedical Development, Philosophy, Human Development Psychology, Neuropsychology, Social Science

### PROJECTS:

**Intensive project-based training program, working on UX and UI projects in cooperation with UX and UI professionals at Career Foundry | 2019-2021**

**UX PROJECT: Designed native app which provides parents with outings ideas for children.**

- Conducted competitive analysis, user research - interviews and surveys.
- Conducted content audit for a competitor and created web map with help of card sorting technique.
- Created user personas, journey maps, user flows, sketches, low/mid/high fidelity wireframes and prototype.
- Created a system for providing information about developmental values for each activity, using my expertise in education and child's developmental psychology.

## Tools used in projects:

- Balsamique
- Sketch
- Adobe XD
- Adobe Illustrator
- Adobe Indesign
- Ms Excel,
- Invision
- Flinto
- Principle
- Survey Monkey
- Draw.io
- UsabilityHub
- LookBack
- Invision DSM (design system)
- OptimalSort
- Material Design

## ADDITIONAL INFORMATION:

### Languages:

English  
Polish  
Spanish - basic

### Interests:

Photography  
Sports  
Keeping up with science and technology

- Conducted user testing - moderate online and moderate in-person. Conducted preference tests. Analysed tests' results with affinity map and rainbow spreadsheet.
- Created final mockups and animations for presentation.  
<https://adrianafowler.github.io/portfolio-website/forecast.html>

### UI PROJECT: Created a responsive web app that provides property buyers with information on properties of interest.

- Having UX research results provided, created user flows and sketches.
- Created low/mid and high fidelity wireframes for different breakpoints.
- Created mood board, designed icons, chose imagery, colours, text styles and UI elements.
- Created mockups, animations and prototype.
- Prepared design handoff.  
<https://adrianafowler.github.io/portfolio-website/propinvest.html>

### FRONTEND DEVELOPMENT PROJECT:

- Built a portfolio website from scratch with HTML, CSS and JavaScript.  
<https://adrianafowler.github.io/portfolio-website/index>.

### MA GRADUATION RESEARCH PROJECT:

- Conducted research on behavioural changes in children with learning difficulties.
- Implemented social sciences' research methodologies and technics such as interviews/surveys and conducted studies in primary schools.
- Analysed results in 100+ page essay.

## PROFESSIONAL EXPERIENCE:

### Media Support and Product Photographer

Direct Response Agency | Aug 2018 - May 2019 Warminster

- Photographed equipment and using Photoshop edited them.
- Updated and created data for listings and websites.
- Cooperated with creative and marketing team, worked on marketing materials such as catalogues, brochures and websites.

### Owner at Teddy's Little Explorers/ childcare provider

Teddy's Little Explorers Sep/2015 - Aug 2018 Trowbridge

- Created a business plan for the setting.
- Prepared and distributed marketing materials.
- Planned activities for children and documented them in online journals for parents and for Ofsted inspectors.
- Managed finances.

### Past work experience:

- 'Black Red White Furniture ' Warsaw Poland - Product Manager Assistant in Sales Headquarters in Decoration Department.
- Symantec Poland - Sales department - Coordinating sales and updates of Norton Antivirus Software for small and medium-size businesses.
- Event organization - Warsaw Poland- football charity matches and airshows.
- Polish Radio - reporter.