

ADRIANA FOWLER

UX DESIGN

Portfolio

UX SKILLS

- USER RESEARCH
- CONTENT AUDIT
- COMPETITIVE ANALYSIS
- INFORMATION ARCHITECTURE
- SITE MAP
- PERSONAS
- JOURNEY MAPS AND TASK FLOWS
- USER TESTING
- WIREFRAMING
- PROTOTYPING
- MOCKUPS
- GOOD UNDERSTANDING OF HTML AND CSS

TOOLS

- FIGMA
- SKETCH
- ADOBE XD
- BALSAMIQUE
- INVISION & STUDIO
- ILLUSTRATOR
- PHOTOSHOP

E-mail: adrianafowler80@gmail.com

Languages:

English

Polish

Spanish - communicative

PROFILE:

UX/UI Designer with MA in Education, background in product photography, event planning, sales and marketing. Strong interest in human nature, psychology, education and human development with a passion for visual design and technology. Analytical thinker and problem solver with a constant thirst for knowledge.

PROFESSIONAL EXPERIENCE:

UX/UI Designer - contract - WILDFIRE COMMS LTD / EdQuarter | April 2021 - 31/07/2021

Designed a digital platform for three printed magazines - 'Education Technology', 'Independent Education Today' and 'University Business'.

- Created UX strategy for client's brief and expectations
(User research scheduling and documentation, user personas and journeys, site map, task flows, low and high fidelity wireframes).
- Analysed existing data from Analytics and Quantcast and research outcomes, conducted UX research (interviews and competitive analysis).
- Built UI and created a visual identity for the platform

Product Photographer and Media Support

Direct Response Agency | Aug 2018 - May 2019 Warminster

- Took and edited photographs for commercial purposes.
- Updated and created data for listings and websites.
- Cooperated with creative and marketing team, working on marketing materials

EDUCATION:

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

Intensive project-based training, working on UX and UI projects in cooperation with UX and UI professionals at Career Foundry

Introduction to UX Design, completed with designing an app intended to help in memorising new vocabulary. '[FLASH CARDS](#)'

UX Design Immersion, completed with designing a native app that provides parents with outings ideas for children. '[FORECAST FOR PARENTS](#)'

UI for UX Designers, completed with designing a responsive web app that provides property buyers with information on properties of interest. '[PROPINVEST](#)'

Frontend Development for Designers - developing portfolio website.

Graphic Design Essentials - Bath College | 2018 - 2019

Concepts covered:

visual literacy, visual consistency, visual hierarchy, storytelling, composition, typography, imagery, light, focal point, texture, colour, visual weight and 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 within Education Department/ Qualified Teacher Status in

England - The University of Warsaw and The Higher School of Pedagogy | 2007

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