

# 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  
**Mobile:** 0751 715 80 15

<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 passion for visual design and technology. Good understanding of HTML5, CSS3 and JavaScript and graphic design principles. Analytical thinker and problem solver with 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 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, storytelling, 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 photogallery 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 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 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 hand off.  
<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 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 Maganer 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.