

About Me

UI & UX Designer with over 6 years experience for one of the UK's leading online retailers, working on websites that have millions of visits every day. Able to take ideas from concept to completion using a wide range of UX methods & principles while constantly keeping the user at the heart of any work produced. Confident designing across multiple devices and screen sizes, including gestural controls & interactions for mobile and tablet.

Skills

UI design	
Sketching	
Wireframing	
Prototyping	
Competitor analysis	
Requirement gathering	
User flows	
User testing	
Presenting	
Stakeholder management	

Software

Flash	
Illustrator	
Photoshop	
Maya	
Premiere	
After Effects	
InDesign	
Fireworks	
Axure	
Balsamiq	

Current Role

Senior User Experience Designer

- Hands on UI & UX design (including sketching, wireframing, prototyping, and high fidelity visuals) in both Agile and Waterfall methods.
- Creating 2D designs & assets for use across multiple devices and resolutions.
- Collaborating with other teams such as User Research, AB Testing, Project Managers, Scrum Masters, Analysts, Developers, Legal, Compliance, and Financial Services.
- Representing the eCommerce department in a People's Forum.
- Leading a strategic work stream to shape the future of the checkout process.
- Working with UX manager to help schedule projects and mentor new designers.

Shop Direct (2013 - Now)

Previous Roles

User Experience Designer

Shop Direct (2009 - 2013)

Building on skills gained in previous role to become a full time UX Designer specialising in the application & checkout process with a focus on improving financial services products.

Rich Media Designer

Shop Direct (2008 - 2009)

Designed, built and managed rich media content across multiple websites while using Flash for the production of interactive video players, quizzes and banners.

Multimedia Designer

Monster Worldwide (2006 - 2008)

Produced customer facing and B2B Flash banners / rich media content for use on the UK & Irish websites along with assets used in and around the worldwide offices.

Education

Computer Animation & Special Effects

University of Bradford (2001 - 2005)

Included courses in 2D & 3D animation, editing, compositing, filming, game design, and VRML, while also developing skills like team work, research, and presenting.

Interests



Biking



Squash



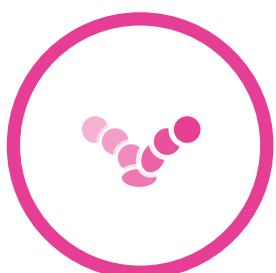
Walking



Climbing



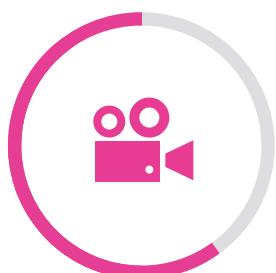
Snowboarding



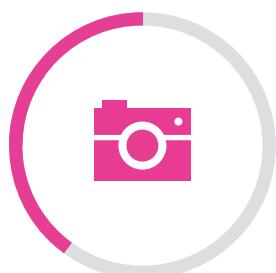
Animation



Gaming



Cinema



Photography



Drawing

WORKEXAMPLES



Mobile Game Concept Graphics (2014)

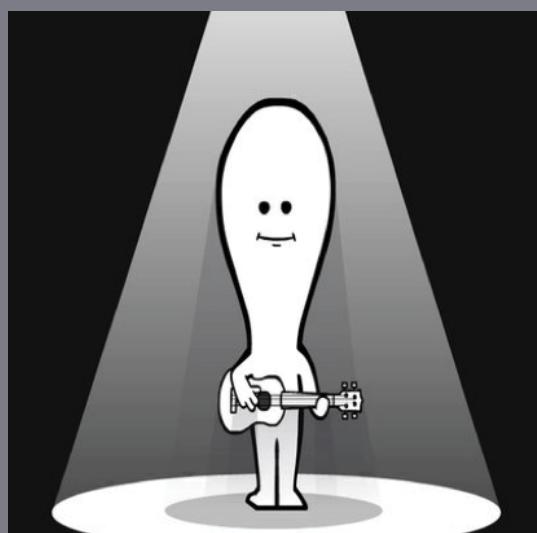
Design concepts for an independent tile-matching puzzle game on mobile. These animals were used as part of the early ideas phase for the game which uses a variation of the matching tiles mechanic seen in many other popular mobile games. It is still currently being developed.

A screenshot of a user interface for a registration form. At the top, there's a green bar with the text "I was born on the 18 of February 1990". Below it is a grey box with the text "Contact us if there's a problem with your order?". Underneath that is a green bar with the text "You can contact me on 0789456123". Then there's a grey box with the text "Leave a phone number just in case we can't reach you on your mobile. If you don't have one just leave it blank." Below that is another green bar with the text "You can contact me on [redacted]". At the bottom, there's a small note: "By clicking continue you are agreeing to the website Terms".

Chatty Registration (2013 - 2014)

Experimental project aimed at making the registration process more friendly, reduce the amount of mistakes, and increase new account openings. Designed to mimic a conversation between user and website, each question is broken into bite sized chunks.

9/10 users preferred it strongly. Decreased perceived effort, while increasing positive attitude.



Ukulele (2013)

Short animation employing several principle techniques produced as a freelance project for a singer / song writer.

<https://vimeo.com/82940482>

A screenshot of a UI style guide prototype built in Axure. The left sidebar shows a navigation menu with sections like Navigation, Layout, Forms, Buttons, Icons, Messages, Copy, Content, and Media. The main content area is titled "Buttons" and contains sections for "Calls to Action", "Standard", "Mouse Over", "Inactive", "Sizes", and "With Icons". Each section includes examples of button variations and descriptions.

UI Style Guide Prototype (2012)

Built using Axure this prototype was the beginning of a UX style guide / UI patterns library aimed at new & existing designers and front end developers as a definitive point of reference for all UI styling and functionality of elements across desktop, tablet and mobile platforms.



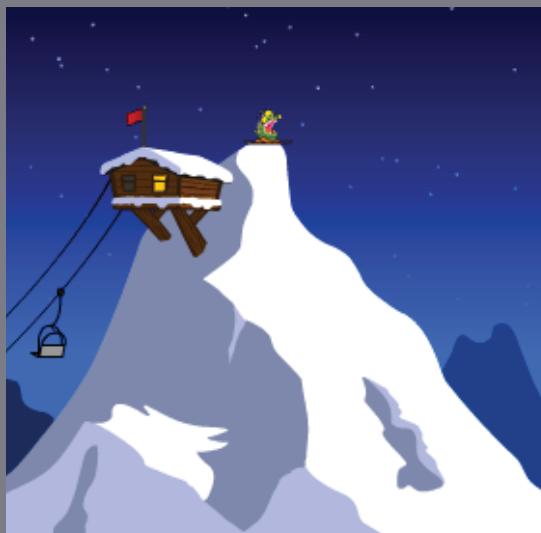
Payment Comic (2011)

Used to communicate the user experience issues of a financial services project to stakeholders within Shop Direct. Converting the problems into comic form helped to highlight them and allowed people to see things from a new perspective causing a major change to the project requirements and overall solution.



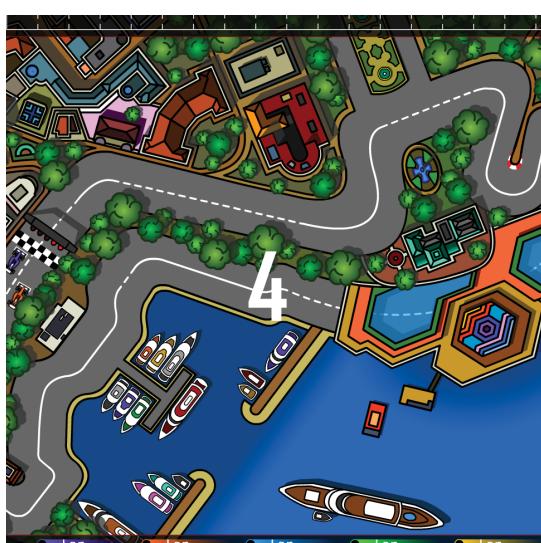
Graphics & Banners (2008)

Animated & static graphics produced for internal use within Monster's Worldwide offices as well as customer facing advertising banners.



Trump Goes Off Piste (2006)

Short animation produced as part of a viral marketing campaign for Monster.co.uk. It stars the Monster mascot 'Trump' snowboarding down a mountain and crashing into a log cabin where he rudely disturbs Mr. & Mrs. Claus.



Racing Game (2005)

Freelance game produced to enrich a website project. Built in Flash and coded with CS2, this racing game allowed players to control 6 different cars, each with its own specifications. These cars could be driven around several race tracks in either practice, single races or a championship. Unfortunately, funding for this project ended shortly after the vertical slice was completed.



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