

Ama Brew

UI/UX Designer

 London, United Kingdom

 07956563871

 ama.brew.com

 brewama16@gmail.com

Curious and detail-oriented UI/UX Designer with a strong foundation in scientific research and a growing portfolio in digital design. I bring a user-first mindset to projects, using research, prototyping, and usability testing to create thoughtful, engaging experiences. I've worked across B2B and SaaS products, collaborating with cross-functional teams to improve user journeys, streamline processes and enhance product development. My analytical background helps me uncover insights that shape intuitive, effective design solutions.

UX/UI Skills

User-Centered Design, UI Design & Visual Hierarchy, A/B Testing, Data-Driven Design, Wireframing, Lean & Agile UX, Prototyping, User Journey Mapping & Personas, Branding, Design Systems, Style Guides, Responsive & Mobile-first Design, Interaction Design, Micro Interactions, User Research & Usability Testing and Information Architecture.

Soft Skills

Strong Collaboration & Teamwork Skills, Proactive, Attention to Detail, Growth Mindset, Empathy, Excellent, Problem Solving, Communication Skills, Organisation & Time Management, Easy Adaptable, Self starter, Creativity and Curiosity.

Tools & Software

Figma, Adobe Creative Suite, After Effects, Sketch, Canva, HTML, CSS and Java Script.

Work Experience

UI/UX Designer | Youth 4 Youth

August 2024 - Present

- Leading the rebrand of the website to enhance user experience and accessibility for a teenage audience.
- Redesigned 30+ resource pages and developed a live chat portal, providing real-time support and increasing engagement.
- Created wireframes, high-fidelity mockups, and prototypes in Figma to align with the updated visual identity.
- Collaborated with cross-functional teams and integrated user feedback from user interviews and usability tests, leading to a projected 60% increase in user satisfaction.

Freelance UI/UX Designer

June 2023 - Present

Clarasys - UX Consultant (SaaS / B2B - LMS Integration)

- Supporting the launch of Sana LMS, a B2B SaaS learning management system.
- Collaborating with cross-functional teams to enhance user experience across the platform.
- Conducting user research, journey mapping, and usability reviews to inform design decisions.
- Providing UX recommendations to ensure the platform meets user needs and business goals.

NewsNow - UI/UX Designer (Media & Tech)

- Designed an onboarding carousel for desktop and mobile to introduce key product features and company mission.
- Worked within NewsNow's established design guidelines, ensuring consistency across all new designs and maintaining brand identity.
- Delivered high-fidelity mockups and interactive prototypes using Figma, ensuring smooth developer hand-off.

Double Point Accountancy - UI/UX Designer (Finance / SME)

- Created a clean, approachable UI for the company website to communicate financial services to small business clients which increased visitor time on site by 35%.

- Simplified complex user flows and implemented responsive design for mobile optimisation.
- Worked cross-functionally to balance user needs with business goals.

Shadwell Community Project – UI Designer (Non-Profit)

- Delivered a full website redesign with improved accessibility for parents, carers and local residence.
- Focused on clear navigation, intuitive layouts, and inclusive design to support users with varying digital literacy levels.
- Collaborated closely with trustees to align the site's design with community needs and communication goals.

REI Workout – UI/UX Designer (Fitness / Startup)

- Developed user flows and mobile screens for a fitness tracking and motivation app.
- Focused on clean, engaging interfaces and intuitive navigation for a seamless user journey.
- Built interactive prototypes in Figma for testing and stakeholder approval.

Research Scientist | The Institute of Cancer Research

September 2020 - June 2022

- Collaborated with an interdisciplinary team on the UK-wide Stratified Medicine Paediatric study, which established the UK's first National Molecular Tumour Profiling platform for relapsed childhood cancers, contributing to improved survival rates for more than 8 in 10 children diagnosed with cancer in the UK.
- Developed and optimised workflows for comprehensive genomic profiling to improve understanding of treatment resistance.
- Applied strong data handling and analysis skills to draw accurate conclusions and solve complex problems related to cancer treatment efficacy, ensuring accurate diagnoses and high-quality outcomes for cancer patients.
- Contributed to the advancement of personalised medicine by identifying genetic markers and treatment responses.

Education

UX/UI Design Certification, CareerFoundry

July 22 - May 23

BSc Biomedical Science with a sandwich year, Nottingham Trent University

Sept 12 - June 16

Including a years industrial placement in Dijon, France.