

Ama Brew

UI/UX Designer

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UI/UX designer with over 5 years of experience in scientific research, focused on creating engaging, user-centered design solutions that address pain points and simplify user journeys. Skilled in user research, prototyping, and conducting usability tests, I collaborate effectively with cross-functional teams to streamline processes and enhance product development. My approach has consistently led to improved product adoption rates and optimised user experiences.

UX/UI Skills

UI/ Visual design, User-Centered Design, Wireframing, Lean & Agile UX, Prototyping, Competitive Analysis, User Persona, User Testing, Branding & Logo Design, Web Design, Style Guides, Responsive Web App, Native App Design, UI Animation, Customer Interviews & creating and maintaining design systems.

Soft Skills

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

Tools & Software

Figma, Adobe Creative Suite, Sketch, Canva, HTML, CSS & Java Script.

Work Experience

UI/UX Designer | Teenage Helpline

August 2024 - Present

- Led the redesign of the Resources and Support pages, improving user engagement and accessibility for the teenage audience.
- Conducted user interviews and usability tests to gather insights, leading to a more intuitive navigation experience and a reduction in drop-off rates.
- Developed wireframes and prototypes using Figma, ensuring a responsive and user-friendly interface.
- Collaborated with stakeholders to refine user personas, helping to better address the needs and concerns of the target audience.
- Led usability testing sessions that informed key design iterations, resulting in a more streamlined and effective user experience.

Freelance UI/UX Designer

June 2023 - Present

- Worked with clients including **Double Point Accountancy Services**, **Shadwell Community Project** and **Rei Workout**, delivering tailored UI/UX solutions for websites and apps.
- Designed wireframes, interactive prototypes, and high-fidelity UI elements for web and mobile apps, enhancing user engagement and retention.
- Conducted user research, interviews, and usability testing to gather insights that informed design decisions and improved user satisfaction scores by 20%.
- Led A/B testing on various design elements, optimising user interactions and contributing to more effective final design solutions.
- Increased website traffic by 40% for multiple clients through improved user flows, strategically placed CTAs, and a user-centric design approach.
- Collaborated closely with clients to understand their needs and translated them into intuitive, user-friendly digital experiences.
- Ensured brand consistency across digital platforms, while improving user retention and satisfaction through thoughtful, user-focused redesigns.

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.

Research Technician | Queen Mary University

August 2017 - August 2020

- I led a project profiling the genome-wide distribution of adenine methylation using Oxford Nanopore Technologies minION sequencer in the single-celled ciliate *Tetrahymena Thermophila* across growth stages to investigate its function.
- I worked on multiple projects from various sample sets across laboratories in and outside of Queen Mary University London, demonstrating my ability to be organised and work well in a team.
- I received a prestigious poster presentation prize at University of Cambridge, which reflects my ability to convey complex ideas in a clear and compelling manner.
- I also contributed and became a co-author on multiple published scientific papers.

Education

UX/UI Design Certification, CareerFoundry

July 22 - May 23

- Completed an intensive UI/UX training program with over 600 hours of coursework and hands-on projects.
- Designed and developed 4 applications, including:
- Plate, Responsive Recipe Website: Applied a user-centered design and mobile-first approach. Conducted competitive analyses, user interviews, and A/B testing to create personas, user flows, and sitemaps. Designed high-fidelity screens, mockups, prototypes, and a comprehensive style guide.
- UnderOne, iOS & Android FinTech App: Adhered to Material Design and Human Interface Guidelines to design and test 45+ UI screens. Utilized the Design Thinking Process to create an app for integrated access to bank accounts and financial data.
- Modern, Responsive Ecommerce App: Developed branding, style guides, and mood boards for a native mobile app and responsive website. Designed low to high-fidelity screens and prototypes, focusing on a modern, clean design to enhance online homeware shopping.
- Proficient in design tools such as Figma, with skills in color theory, typography, wireframing, and interaction design principles.
- Specialised in Frontend development using HTML, CSS, and JavaScript to build a personal portfolio website.

BSc Biomedical Science with a sandwich year, Nottingham Trent University

Sept 12 - June 16

Including a year's industrial placement in Dijon, France.