

Andrea Tallett

Senior Digital Designer

My Website: andreatallett.com

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Portfolio 2025

Personal Details:

DOB – 28 June 1993

Nationality - British • Clean License

Goal-driven and ambitious professional with over 10 years' experience in digital website and mobile design to enhance user experiences and user interfaces. Highly organised team-player adept at partnering with peers and collaborating with clients in developing bespoke design solutions to meet diverse branding needs across a range of online and print platforms in a pressurised agency environment. Expert in design software tools including Figma, Sketch and Adobe CS.

Areas of Expertise

- CMS Systems (eg HubSpot)
- Website, UX & UI Design
- Digital Design Workshops
- Adobe CS, Figma, Sketch
- Design Ideation
- Market Research & Analysis
- Understanding Design Briefs
- Design Process Best Practice
- Knowledge of HTML5 & JS
- Client & Stakeholder Relations
- CMS Systems (eg HubSpot)
- Usability Testing
- Design Principles

Professional Experience

FamilyFlo,
Senior AI Product Designer,

Jan 2024 – Present

Designed [FamilyFlo.ai](#) an AI-driven app focused on simplifying and organising the chaos of day-to-day family life. Responsible for product vision and UI/UX that harness artificial intelligence to streamline household management and provide smart, adaptive tools for modern families.

Prolific, Remote/London
Senior Digital Designer, (Permanent Fixed Term Contract, FTC)

Jan 2023 – Jan 2024

Prolific is a fast growing start up specialising in online research with 130K+ participants and thousands of well-known household names using the platform to conduct their research. Having received \$33.7M in funding they are cutting edge within the AI market - with companies using Prolific for human-in-the-loop training of their LLMs.

After Prolific worked with an external agency to re-brand, I was brought in as an FTC to roll out the brand using the guidelines. This consisted of updating the online marketing assets such as the website, display ads, social media posts, infographics, and refreshing the printed marketing materials including conference stands, flyers, business cards and eBooks. Finally creating merchandise to entice employees and customers enhancing their experience.

Blend Digital Agency, Reading
Senior Digital Designer

2022 – 2023

Worked with a diverse range of B2B clients, applying best practice principles to deliver seamless, high-quality digital experiences across web and mobile channels, with a strong agency focus on HubSpot-driven campaigns. Specialised in designing pixel-perfect websites, engaging social media campaigns, and performance-focused landing pages within HubSpot, ensuring every project passed through a rigorous proofing process.

Served as a senior designer responsible for both UX and UI of website projects, collaborating closely with cross-functional teams in wireframe workshops and leveraging FigJam to optimise client outcomes. Led the design and execution of targeted social media campaigns and high-converting HubSpot landing pages, presenting prototypes to stakeholders with account managers and integrating real-time feedback.

Reporting to the Creative Director, contributed creatively alongside junior and senior designers and art directors, exchanging ideas and pushing creative boundaries. Passionate about mentoring junior designers, played a key role in team expansion and recruitment, while actively maintaining a professional network of designers on LinkedIn.

Examples of my work:

- <https://www.bcas.io/> and <https://www.connectfibre.co.uk/>

Generate UK Digital Agency, Thatcham, Reading Digital Designer

2019 – 2022

Own end-to-end design process - discovery, pitching/concepts, research, personas, user journeys, information architecture, mood boards, wireframes and full designs for both mobile and desktop. Conduct in-depth market research and assess business requirements to influence design concepts and ideas. Facilitate client design workshops. Create innovative marketing strategy and materials aimed at promoting digital campaigns across online and print platforms and ensuring optimal brand positioning and alignment.

- Sole designer on a broad range of website designs and working with developers and client to refine the designs to produce beautiful, intuitive website experiences.
- View portfolio [here](#)

Jubilee Day Nursery, Padworth, Reading Digital Designer

2017 – 2019

Established four brand identities with marketing assets (logos, fonts, photographs, complementary graphics). Conducted extensive end-to-end design process to deliver four websites using Adobe Creative Suite (research, wireframes, parent user workshops, user journeys, information architecture, mood boards and full designs). Liaised with internal copywriter and managing the project lifecycle and designer/developer workflow with an external development agency.

- Reshaped all company websites including [Jubilee Day Nursery](#), [Jubilee Gems Nursery](#), [Jubilee Jets](#) and [The Old Rectory Wedding Venue](#).

Brandspot Designs, Burghfield Common, Reading Freelance Designer

2016 – 2017

Directed consultations with diverse clients to gather design specifications and agree upon project timelines, budgets, and high-level expectations. Completed full-cycle product and website designs to aid customer efforts in increasing brand awareness and reputation.

- Built a loyal customer base through a strategic network of contacts.

Touch Digital Agency, London UK UX & UI Researcher and Designer

2015 – 2016

Carried out a full-cycle brand audit for one of the company's key clients, Draper Tools. Compiled research and presented innovative branding concepts to the customer, aiding business development efforts. Liaised with colleagues to review existing designs and propose potential enhancements.

University of Winchester, England Content Researcher & Promoter

2014 – 2015

Coordinated with the Hampshire Record Office and internal staff members in the collection of necessary information. Partnered with a Visual Artist to create a graphic timeline showcasing the history of the university.

- Gained hands-on exposure to time management, workload prioritisation, and effective collaborating skills needed to drive project outcomes.

Additional Experience

Design Apprentice, Microsoft, Reading, UK,

Design Apprentice, Webb deVlam, London, UK

Education

Bachelor of Arts in Digital Media Design (1st Class Hons)

Winchester University, England, 2014

A Level's in Drama, Performing Arts, and Media Studies

The Willink School, Burghfield Common, Reading, 2011

11 GCSE's including ICT (A)

The Willink School, Burghfield Common, Reading, 2009