MICHAEL J. LEVER

UX DESIGNER & DEVELOPER

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bigtreeuk.co.uk

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BIOGRAPHY

UX designer & developer with React, VR, ecommerce, mobile and web experience. Portfolio: www.bigtreeuk.com

- CXS™ certified UX Designer
- Qualified Agile Practitioner
- React & React Native developer
- Unity VR & WebVR developer

RECENT EMPLOYMENT

UX/UI DESIGNER

Brakes | Oct '19 - Present — SYSCO FOOD BRAND

UX Design & Research

- iterate ecommerce prototypes
- operate in an Agile team
- work on Monetate A/B tests
- user & competitor research

DIGITAL DESIGNER/DEVELOPER

Specac Ltd | Nov '15 - Oct '19 — QUEEN'S AWARD WINNER 2018

Highlights

- +£2 million to conversions
- designed ecommerce website
- +112% conversions
- ran A/B tests using VWO

Development (CSS/JS/HTML)
- ran card sorts, surveys, tests
- mobile & VR apps
- iterated high & low fid. prototypes
- front end styling
- created & validated user personas
- javascript animations

Visual Design

UX Design & Research
- landing page & email design
- designed mobile & VR apps

PRODUCT DESIGNER

Safari Mobile | Jul '15 - Nov '15 — DIGITAL AGENCY

UX Design & Research

- researched a fitness app
- prototyped a microsite
- prototyped a website
- validated user personas

DIGITAL COORDINATOR

Atom42 | Oct '14 - Jul '15 — TRUSTPILOT'S NO.1 AGENCY

BoxNation (client)
- HTML emails / landing pages

Client Liaisons
- presentations & reports

National Acc. Helpline (client)
- content & editing
- elected 'Social Media Guru'
- managed stakeholders

OTHER EMPLOYMENT

Graphic design, copywriting, journalism, retail and catering.

REFERENCES

Available upon request.

EDUCATION HISTORY

USER EXPERIENCE SPECIALIST CERTIFICATION

Akendi | 2019

Certification in user experience (UX) design & research: experience mapping, interaction design, information architecture, usability testing, service design, features exam.

ADVANCED CONVERSION RATE OPTIMISATION

Chartered Institute of Marketing | 2018

Certified course in optimising websites for conversions.

PROJECT MANAGEMENT (AGILE PRACTITIONER)

The Knowledge Academy | 2017

Practitioner certification in Agile Project Management, features exam.

GRAPHIC DESIGN DIPLOMA (HE4)

Open College of the Arts | 2016

SUBEDITING (ONLINE/OFFLINE)

London School of Publishing | 2014

ENGLISH LITERATURE B.A. (1:1)

Canterbury Christ Church University | 2013

A first class English degree, an award and a module in Spanish.

SKILLS

Skill	
Sketch, Overflow, etc	
React & React Native	
HTML & CSS	
Javascript ES6+	
Agile & Remote	
Redux	
Unity VR & Web VR	
GitHub & Git	