

MICHAEL LEVER

UX DESIGNER & DEVELOPER

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BIOGRAPHY

- Results orientated UX designer
- CXS™ certified UX specialist
- Qualified Agile Practitioner
- Chartered Inst. Marketing trained



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

Specac Ltd | Nov '15 - Oct '19

QUEEN'S AWARD WINNER 2018

Highlights

- +£2 million to conversions
- created & validated user personas
- +112% conversion volume
- Development (C#/CSS/JS)
- UX Design & Research
- front end dev & web animations
- designed app for lab analysts
- mobile & VR app development
- designed virtual reality app
- Visual Design
- designed ecommerce website
- landing page & email design
- ran A/B tests using VWO
- print design
- ran card sorts, surveys, tests
- SEO
- iterated high & low fid. prototypes
- featured snippet & voice search

PRODUCT DESIGNER

Digifi.It / Safari Mobile | Jul '15 - Nov '15

AGILE 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 DIGITAL AGENCY

BoxNation (client)

Client Liaisons

- designed emails/landing pages
- presentations & reports
- National Acc. Helpline (client)
- elected 'Social Media Guru'
- content & editing
- managed stakeholders

OTHER EMPLOYMENT

Graphic design, copywriting, journalism, retail and catering.

REFERENCES

Available upon request.

EDUCATION HISTORY

USER EXPERIENCE SPECIALIST CERTIFICATION (CXS™)

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



Research & Testing	<div></div>
Conversion Strategy	<div></div>
Prototyping (lo/hi)	<div></div>
User Journey Flows	<div></div>
Virtual Reality Design	<div></div>
Agile & Remote Working	<div></div>
Javascript/React/Unity	<div></div>
Analytics	<div></div>