

William McDowell

UX/UI Designer

Website coming soon
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Experience

UX/UI Designer / AcadiaSoft

London, UK / Jul 2019 – Present

I am currently working as a UX/UI Designer for AcadiaSoft assisting the Lead UX/UI Designer.

My key responsibilities are as follows:

- Promoting UX within the Firm to align both the strategic vision and user experience as a whole.
- Designing and defining the firm's Brand Guidelines and working closely with the Global Head of Marketing and an External Agency.
- Designing and defining a common UI Design language and Pattern Library. So as to unify the look and feel across the firm's products.
- Looking at innovative ways of redesigning existing Collateral Software tools that allow banks and financial institutions to provide greater improvement in management and automation of processes.
- Designing detailed strategic diagrams, user application workflows, data visualization, illustrations, information architecture, wireframes, and hi-fidelity visuals/prototypes.
- Designing using Material Design, Atomic Design, and Mobile First frameworks. Working with responsive, adaptive and accessibility rules on a project by project basis.
- Management of multiple projects working with Agile Lifecycle and its related ceremonies and applications. i.e JIRA, Invision, Adobe XD
- Developing simple prototypes using HTML 5, CSS and some JavaScript, as well as prototyping tools such as Invision and Adobe XD.

Jr Digital Designer / AcadiaSoft

London, UK / Aug 2018 – Jul 2019

Supporting the Global Head of Marketing and Lead UX/UI Designer with Large projects such as the design of new products and general marketing collateral

Onboarding Specialist / AcadiaSoft

London, UK / Jan 2018 – Dec 2018

Digital Marketing Specialist / Job Viddy

London, UK / July 2017 – Dec 2017

Marketing and Content Internship / Perspective Pictures

London, UK / Aug 2017 – Nov 2017

Creative Assistant / Ditto

London, UK / Jul 2016 - Sep 2016

Education

Professional Diploma in UX Design / UX Design Institute

Online / 2020

Photography and Video Ba (Hons), 2:1 / De Montfort University

Leicester, UK / 2014 – 2017

Skills

Sketch	Wordpress	Usability Testing
SEO	Hubspot	Affinity Mapping
Invision	Microsoft Suite	Journey Mapping
Adobe CC (Including Adobe XD)	JIRA	Heuristic Evaluation
HTML/CSS/JS	User Interviews	Competitive Benchmarking
React	Contextual Inquiry	Wireframing