

# William McDowell

UX/UI Designer | Frontend Developer

<https://frontendbilly.netlify.app> | [wilgemcdowell@gmail.com](mailto:wilgemcdowell@gmail.com) | [+44 7793503224](tel:+447793503224)

## Experience

Frontend Developer / Freelance

Remote / 2019 - Present

- Developed high-quality front-end solutions, specializing in React, to create applications that deliver outstanding user experiences.
- Collaborated closely with clients to gather requirements and design user interfaces that meet their specific needs, ensuring seamless integration of complex data sets and optimal user interactions.
- Successfully implemented data visualization techniques, utilizing libraries like Chart.js, to present intricate data sets in a visually appealing and easily understandable format for end-users.
- Utilized React's state management tools, such as Redux toolkit, to handle data and ensure smooth application performance
- Worked independently and proactively, meeting tight deadlines while maintaining a high standard of code quality, ensuring that each project is delivered with precision and excellence.
- Employed responsive design principles, enabling applications to perform flawlessly across various devices and screen sizes, enhancing accessibility and user engagement.
- Actively researched and adopted the latest trends and best practices in frontend development, staying up-to-date with emerging technologies to offer cutting-edge solutions to clients.
- Provided ongoing maintenance and support for developed applications, promptly addressing issues.
- Demonstrated strong communication skills, collaborating effectively with cross-functional teams, including backend developers, to achieve seamless integration and a cohesive end-to-end user experience.
- Leveraged version control systems like Git to maintain code integrity and support collaborative development across multiple team members, contributing to efficient project management and codebase organization.

**UX/UI Designer / Argus Media**

London, UK / Oct 2021 - Present

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

Key responsibilities include:

- Led the user experience design for various Argus Media digital products, ensuring seamless user interactions and user-friendly interfaces for web, mobile, and native platforms.
- Collaborated with product owners, product managers, and engineers to gather and assess user and stakeholder requirements, ensuring alignment with business objectives.
- Demonstrated expertise in solving complex UX problems, employing innovative and creative approaches to enhance findability and usability across different projects.
- Visualized design concepts using storyboards, mock-ups, and low-to-high fidelity prototypes, effectively communicating design ideas and gaining valuable feedback from stakeholders.
- Facilitated design workshops to collaboratively develop initial ideas and wireframes, fostering a cohesive vision across teams.
- Translated functional ideas, use cases, and user stories into interactive prototypes for user testing and iterative development.
- Extensively contributed to the expansion and enhancement of design systems, including component libraries and documentation, streamlining the design and development process.
- Employed rapid paper prototyping and efficient visualization techniques to quickly iterate on design ideas and interactions.
- Communicated complex concepts and workflows effectively to senior stakeholders through clear and concise verbal and visual presentations.
- Conducted independent user research studies, including usability testing sessions, remote testing, and on-site analysis, to derive actionable insights for product improvement.
- Possess a strong customer-centric approach with empathetic and patient communication skills, ensuring a deep understanding of user needs and pain points.
- Providing usable demos in web technologies such as CSS, HTML, JavaScript, and front-end frameworks like Tailwind, React, to provide further context of design requirements
- Implemented the PoC of storybook.js for internal component library, to drive the adoption of isolated component testing.

### **UX/UI Designer / Acadia**

London, UK / Jul 2019 – Oct 2021

Key responsibilities include:

- 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

### **Education**

#### **Certificate in UX Design / Nielsen Norman Group**

Online / 2023

#### **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 | SEO | Invision | Adobe CC (Including Adobe XD) | HTML/CSS/JS | React | Typescript | Redux | Material UI | Tailwind | Data visualization libraries (Chart.js) | Storybook | Wordpress | Hubspot | Microsoft Suite | JIRA | User Interviews | Contextual Inquiry | Usability Testing | Affinity Mapping | Journey Mapping | Heuristic Evaluation | Competitive Benchmarking | Wireframing