



ABOUT

I'm a UK-based UI/UX designer with 20+ years of experience in branding, corporate, and UX/UI web design. My design passion has fuelled a diverse career. I honed leadership, presentation, and client-facing skills, collaborating with developers and managing budgets to deliver successful projects on tight deadlines. I help clients solve communication challenges and craft exceptional online experiences that users love.

SKILLS

- User Experience (UX)
- User Interface (UI)
- Adobe Creative Suite (XD, Photoshop, Illustrator, Indesign)
- Figma
- Workshops
- Wireframing
- Prototyping
- Project Management
- Team Management
- Client Presentations
- Asana
- Visual Studio Code
- Github
- Google

CONTACT

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EDUCATION

BA - (Bachelor Of Arts)
Cumbria College of Art & Design

SOCIAL MEDIA



Twitter



LinkedIn



Instagram

CRAIG PARFITT

UX/UI - MULTI-DISCIPLINED DESIGNER

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EXPERIENCE

ECHO WEB SOLUTIONS

UI/UX Senior Designer - Dec 2021 - 2023

I lead UI/UX projects from initial concept to launch, ensuring a smooth user experience. Through workshops, interviews, and user testing, I translate client goals into intuitive designs and collaborate with developers for flawless implementation.

Here are some impactful results I achieved:

- Dynamax E-commerce & Social Media: Designed a new e-commerce web application for Dynamax, resulting in a 14% sales increase. Additionally, I created a social media campaign that boosted Facebook likes from 4,700 to 80,000 and Instagram followers from 900 to over 18,000.
- Oakham Ales E-commerce Redesign: Led a complete redesign of the Oakham Ales e-commerce site, prioritising user experience.
- Echo Web Solutions Branding & Design: Project managed and designed Echo Web Solutions' brand, brand guidelines, webpages, and signage.

CRAIG STEEL DESIGN

UI/UX Senior Designer - 2013 - 2021

Founded my own design agency, tackling branding and UI/UX projects for e-commerce, businesses, and SaaS companies. Notably, I led the design for Spam (e-commerce) and Elemental DB (brand and SaaS app). I also designed and built e-commerce and SaaS applications for Mortar & Milk (bespoke skin clinic) and Elemental DB (NoSQL database), respectively.

CAIRNES DESIGN

Senior Designer - 1994 - 2013

Thrived in a 20-person design agency ranked within the top 50 by Creative Review and Designweek. We tackled branding, corporate identity, direct mail, and exhibition projects. As a senior designer, I mentored juniors, assembled teams for large projects and pitches, delivered client presentations, and ensured adherence to timelines and budgets.

Notably, I designed annual reports for prestigious clients like Manchester United, Vickers, and Thomas Cook, and crafted branding for American Express and Caledonian British Airways. Additionally, I spearheaded direct marketing campaigns for American Express.

CLOCKWORK

Design Project Manager - 1992 - 1994

A Design Agency specialising in Branding, Marketing, B2B, Direct Mail.

LONDON CREATIVE DESIGN

Senior Designer - 1988 - 1992

A Design Agency specialising in Branding, B2B, Direct Mail.

JUNIPER WOOLF & PARTNERS

Art Director - 1986 - 1988

A London based Advertising Agency

DISCIPLINES

Branding, Web Applications, Print, Packaging, Advertising, Social Media advertising.

COURSES

Figma Advanced Course

Figma UI UX Design Essentials

Automate Web Development With Gulp.js

WordPress Theme Development

Next.js with Sanity CMS - Serverless Blog App (w/ Vercel)

The Complete Web Developer Course - (HTML, JS, CSS, PHP, MySQL, WordPress, APIs, Mobile Apps).

Modern WordPress Theme Development - (Developing a custom theme using Sage 9 starter theme)