



## ABOUT

Passionate and results-oriented UX/UI designer with 20+ years of experience crafting user-centric solutions that drive business growth. Adept at translating complex user needs into intuitive and engaging web experiences. Proven track record of increasing sales and improving user engagement through strategic design interventions.

## SKILLS

- User Research (UX)
- Empathy
- Communication
- User Interface Design (UI)
- Information Architecture
- Critical thinking
- Wire-framing & Prototyping
- Visual communication
- Interaction design
- User-centric problem-solving
- Design thinking
- Project Management
- Time management
- SEO/Digital Marketing/social media

## TOOLS

- Adobe Creative Suite  
XD - Photoshop - Illustrator - Indesign
- Figma
- Visual Studio Code ( VSC )
- Asana
- Slack
- Github
- Google

## CONTACT

Craig Parfitt

## EMAIL

info@craigparfitt.com

## WEBSITE

www.craigparfitt.com

## ADDRESS

101 Bishops Road  
Peterborough, PE1 5AS

## TELEPHONE

+44 786 656 2170

## EDUCATION

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

## SOCIAL MEDIA



Twitter



LinkedIn

# CRAIG PARFITT

## UX/UI - MULTI-DISCIPLINED DESIGNER

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## EXPERIENCE

### ECHO WEB SOLUTIONS

SENIOR UX/UI DESIGNER - Dec 2021 - 2023

- Led UX/UI projects from concept to launch, ensuring seamless user experiences.
- Translated client goals into intuitive designs through workshops, interviews, and user testing.
- Collaborated with developers for flawless implementation.

#### Impact:

- Designed a new e-commerce web app for Dynamax, resulting in a 14% sales increase.
- Increased social media presence for Dynamax: Facebook likes (4,700 to 80,000) and Instagram followers (900 to 18,000+).
- Spearheaded a complete user-centric redesign of the Oakham Ales e-commerce site.
- Project managed and designed Echo Web Solutions' brand, guidelines, web pages, and signage.

### CRAIG STEEL DESIGN

FOUNDER & SENIOR UX/UI DESIGNER - 2015 - 2021

- Founded my own design agency specialising in branding and UX/UI projects for diverse clients: e-commerce, businesses, and SaaS companies (UK & International).

#### Impact:

- Won a pitch for branding and web application for Strauss Logistics (fuel distribution leader, Central & Southern Africa).
- Led design for Spam (e-commerce) in collaboration with SPAM UK (Hormel Foods USA) and their developers.
- Led design for Elemental DB (NoSQL database) brand and SaaS app.
- Designed and built e-commerce applications for Mortar & Milk (bespoke skin clinic).

### CAIRNES DESIGN

SENIOR DESIGNER - 1994 - 2015

- Thrived in a top 50 design agency (Creative Review & DesignWeek).
- Expertise in branding, corporate identity, direct mail, and exhibition projects.
- Mentored junior designers, Led, assembled project and pitch teams, delivered client presentations, and ensured adherence to time lines and budgets.

#### Impact:

- Designed annual reports for prestigious clients (Manchester United, Vickers, Thomas Cook).
- Created branding for American Express and British Airways Caledonian.
- Spearheaded successful 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)