

Work Experience

January 2019 – Present

UX Designer at CEWE

- Used various research methods to identify areas for improvement
- Ran workshops for and gave presentations to the digital / marketing teams
- Created detailed wireframes for handover to dev team

January 2018 – December 2018

Web Designer at CEWE

- Redesigned web UI and developed a modular design system using HTML and CSS
- Conducted A/B tests to drive conversion and revenue
- Supported marketing team with web and print work

March 2017 – December 2017

Freelance Designer in Melbourne AU

- The Just Group: Designed and built emails for the email marketing team
- Korb: Redesigned website using Odoo as an ecommerce platform
- Korb: Produced three product brochures as well as other marketing materials
- Korb: Innovated ways to make vast amounts of data accessible to customers

March 2016 – Oct 2016

Junior Designer at Attitude Design

- Worked on brand identity, marketing and web design projects
- Worked on all stages of projects for conception to finishing artwork
- Participated in brainstorming sessions and workshops with clients

Professional Skills

As a UX Designer, I have a diverse skill set that includes research methods, using analytic tools, designing interactions, prototyping and wireframing. I feel confident in the skill set that I currently have, but I am also eager to refine and add to these skills.

Adobe Creative Suite

I spend a lot of my time using Adobe programs such as Photoshop, InDesign, Illustrator and XD as well as Adobe Target and Analytics.

Competent in HTML & CSS

I have been learning HTML, CSS and JavaScript in my spare time over the last year, and have experience doing front end development in my current position.

Usability testing

On my UX Diploma, I was taught how to create recruitment screeners, write scripts and deliver usability testing sessions. This is my favourite research method as it provides deep and clear insights into user's thoughts, goals and emotions.

Leading workshops

In my current job, I have successfully lead workshops and card-sorting exercises to help identify opportunities, categorise content and provide direction on some of the projects I have been working on.

Education

July 2018 – January 2019

Professional Diploma in UX Design

UX Design Institute / Glasgow Caledonian University

October 2009 – July 2012

Bachelor of Music in Music Performance

University of West London

October 2008 – July 2009

Higher National Diploma in Music Performance

University of West London

September 2006 – 2008 July

BTEC National Diploma in Fine Art

Solihull Sixth Form College

Personal Attributes

I am empathetic

As a designer, it is imperative to try to see things from the user's perspective. As a person, I think there is a lot to be gained from understanding others better.

I love learning

Whether it be through reading philosophical or scientific literature, doing online courses or taking dance lessons, I'm always learning something.

I am dedicated

I always give a hundred percent to projects I work on. On my music degree, I practised up to six hours per day. At work, I always aim to smash my targets.

I take criticism well

On my music degree, I was exposed to some pretty brutal criticism. I am very grateful for this experience now because it taught me not to take things personally.

Tools

Adobe Photoshop	ScreenFlow
Adobe InDesign	Sketch
Adobe Illustrator	InVision
Adobe Analytics	Hotjar
Adobe Target	Atom