daniel guy

ux designer

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About Me

I am a UX Designer with over **3.5 years of experience in web design**. I have a proven track record in improving usability and increasing Conversion Rate. I am confident in leading workshops and delivering presentations to gain stakeholder buy-in.

Work Experience

CEWE, Leamington Spa – UX Designer

January 2019 – Present

• Improved usability of website through usability testing and depth interviews
• Increased Conversion Rate using A/B tests and heat maps
• United team around UX goals by delivering workshops and presentations
• Supplied user flows and wireframes to dev team for implementation

CEWE, Leamington Spa, UK — Web Designer

January 2018 – December 2018

• Developed a modular design system using HTML and CSS
• Supported marketing team with web assets and print work
• Directed product photo shoots to clearly communicate product features

Freelance Designer, Melbourne AU

March 2017 – December 2017

• Designed and built emails for the EDM team at The Just Group
• Designed website using Odoo as an ecommerce platform for Korb
• Produced three product brochures as well as other assets for Korb
• Designed ways to communicate vast amounts of data for Korb

Attitude Design, Nottingham, UK – Junior Designer

March 2016 – Oct 2016

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

Tools

Adobe Photoshop*	Adobe Analytics	Sketch*
Adobe InDesign*	Adobe Target	InVision
Adobe Illustrator	ScreenFlow	Hotjar
Adobe XD	Camtasia	Atom

*Highly skilled

Education

Professional Diploma – UX Design

July 2018 – January 2019

UX Design Institute /
Glasgow Caledonian University

Bachelor of Music – Music Performance

October 2009 – July 2012

University of West London

Higher Diploma – Music Performance

October 2008 – July 2009

University of West London

BTEC National Diploma – Fine Art

September 2006 – 2008 July

Solihull Sixth Form College

Skills

Research:

Usability Testing
Depth Interviews
Online Surveys
Analytics
Competitive Benchmarking

Design:

Interaction Design
Wireframing
Prototyping
User Flows
Information Architecture

Coding:

HTML5 (intemtediate)
CSS3 (intermediate)
JavaScript (basic)
PHP (basic)