

# David Spencer

## Design & user experience consultant

Email: davidjspencer@gmail.com

Mobile: +49 1512 875 874 2

Website: davidspencer.design

LinkedIn: linkedin.com/in/david-j-spencer

Masters educated UX professional with analytical marketing and graphic design experience. A multidisciplinary skill set that integrates creative knowledge with technical and business expertise and usage of current design tools to achieve business goals.

## Experience

### **Design & user experience consultant**

Freelance Nov 2014 - Present

- Responsible for translating marketing and sales objectives into creative solutions for a range of clients and industries; from gaming to health tech, including managing and overseeing the international brand for the largest health conference in North America
- Developed concepts, wireframes, user flows and mock-ups for product development
- Created, developed and executed campaigns and creative brand concepts in fast-paced environments
- Led the launch of key products through sub-branding and creative strategies while ensuring overall brand standards were consistent. Included the full scope: logo and brand guidelines, responsive web design and coding, printed leaflets, large-scale print design, pavilions and online creative marketing toolkits

### **UI & graphic designer**

debugProxy Jan 2017 - Nov 2018

- Helped launch a SaaS browser proxy server by creating the corporate image, website and marketing material
- Addressed complex UI problems through iteration and user input to design the console to have less pain-points for the user

### **Marketing manager**

LOCK8 Sep 2013 - Aug 2014

- Oversaw a team that generated world-wide exposure in an emerging market
- Planned and executed demand generation campaigns for new client pipeline and nurture campaigns for already existing customers
- Coordinated the digital marketing programme: increasing ongoing brand awareness and establishing multichannel paid advertising campaigns aligned with KPIs to develop and grow audience engagement
- Designed and created visual content and wrote SEO friendly content for the website that was top 3 in Google search results for our desired long-tail search terms

## Experience CONTINUED

### Promotional manager

ProtoBytes Nov 2012 - Aug 2013

- Increased the Free-to-Play game subscriptions by 300% through data-driven online marketing strategies
- Implemented localisation into 13 different languages

### English teacher

Berlitz Aug 2005 - Aug 2012

- Tailored lessons to an array of students, from teenagers to CEO's
- Coordinated holiday language programmes for children and teenagers with a staff of up to 10 teachers
- Provided on the job training and support for my team to ensure quality control of the programme

## Education

### Masters-level diploma in UX Design

Remote learning through OpenClassrooms

### Bachelor of Design

Faculty of Architecture at RMIT University

## Skills

Design thinking, User research, Ethnography, Usability testing, Personas, User journeys, Card sorts, Information Architecture, Storyboarding, Wireframing, Lo-fi & Hi-fi prototyping, Typography & layout, Print design, Digital marketing collateral, Online marketing, Problem solving

## Tools

InDesign, Illustrator, Photoshop, Sketch, InVision, Git, HTML, CSS, JavaScript

## Languages

English	Native
German	C1
Spanish	A2

*References Available Upon Request*