David Spencer

UX designer | Graphic designer | Web designer

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Hi, I am a graphic, web and UX designer based in Barcelona and I thrive on the challenge of finding user insights and synthesising them into design concepts.

Experience

Graphic design & web design
Freelance Nov 2014 - Present

· Translated marketing and sales objectives into creative solutions for a range of clients and industries, including 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

· Launched key products through sub-branding and creative strategies, ensuring overall brand standards were consistent

· Designed full scope: logo and brand guidelines, mobile first responsive web design and coding, printed leaflets, large-scale print design, pavilions and online marketing toolkits

Masters of UX design
OpenClassrooms Nov 2018 - Jul 2019

· Quickly completed the year long project based masters-level diploma, level 7 on the European Qualifications Framework, in 8 months

· Garnered experience in end-to-end UX design principles for mobile and desktop apps, including agile product management methodology

· Conducted user research studies including ethnography, usability testing and card sorting and implemented research findings and analysis to design experiences and solutions that met user needs

· Led and facilitated design thinking exercises and workshops

UI & graphic design
debugProxy Jan 2017 - Nov 2018

· Helped launch a SaaS browser proxy server with over 500 users by creating the corporate image, website, user interface console and marketing material

· Dealt with complex UI problems through iteration and user input to create engaging, easy-to-use design solutions that addressed customer needs

Experience

Marketing manager
LOCK8 Sep 2013 - Aug 2014

- Led a team that generated media exposure on 6 continents in an emerging market boosting product pre-sales
- Successfully oversaw a 1 month Kickstarter campaign with 120% of funding goal achieved (€70,000)
- Increased brand awareness and established multichannel paid advertising campaigns aligned with KPIs that grew audience engagement and conversions
- Designed and created visual content and wrote SEO friendly content for the website in the top 3 of Google search results for desired long-tail search terms

Promotional manager
ProtoBytes Nov 2012 - Aug 2013

- Increased the Free-to-Play game subscriptions by 300% through data-driven online marketing strategies
- Implemented 100% localisation into 13 different languages through community support

English teacher
Berlitz Aug 2005 - Aug 2012

- Trained in the Berlitz method and tailored lessons to 1000's of students, from teenagers to CEO's
- Coordinated language programmes with a staff of up to 10 teachers and provided on the job training to the team to ensure quality control of the educational programme

Skills

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

Tools

InDesign	InVision	CSS
Illustrator	Marvel	JavaScript
Photoshop	Git	Pen & paper
Sketch	HTML	

Languages

English	Native
German	C1
Spanish	A2