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Hi, I am User Experience Designer with a multi-faceted background of working in both the graphic design and marketing industries.

Get in touch and let's build great products together!

Skills

Design thinking
User research
Ethnography
Usability testing
Personas

User journeys
Card sorts
Storyboarding
Wireframing
Lo-fi & Hi-fi prototyping

Typography & layout
Print design
Digital marketing collateral
Online marketing

Tools

InDesign
Illustrator
Photoshop
Sketch
InVision

Git
HTML
CSS
JavaScript

Languages

English	Native
German	C1
Spanish	A2

David Spencer
UX/UI Designer

Recent Experience

Design & User Experience Consultant
Freelance

Remote, November 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 dynamic 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: from logo and brand guidelines, to website design, printed leaflets, large-scale stage backdrops, pavilions and online creative marketing toolkit

Marketing Manager
LOCK8

Berlin, Germany, September 2013 – August 2014

- Marketing campaigns: planned and executed demand generation campaigns for new client pipeline and nurture campaigns for already existing customers

- Digital marketing programme: ongoing brand awareness and multi-channel paid advertising campaigns aligned with KPIs to develop and grow audience engagement

- Website management: responsible for the design and content management of the product website

Online Marketing
ProtoBytes

Berlin, Germany, August 2012 – September 2013

- Increased subscriptions by 300% in a Free to Play online game through online marketing strategies

- Implemented localisation into 13 different languages

Education

UX Design
Masters-level diploma of UX Design at OpenClassrooms

Design
Bachelor of Architecture at RMIT University