David Kinloch

UX Designer | www.davidkinloch.com | dkinloch@gmail.com

UX designer focusing on eCommerce & responsive web applications. Analysing qualitative & quantitive data, highlighting problem areas in order to design & implement solutions to improve user experience & increase conversion rates.

Experience

UX Freelance

Parietti | 2022 - www.parietti.cc

– Data audits & solutions to improve speed & conversion rates

– Heat map reviews to track user issues in site navigation

Hunter Boots | 2022 - www.hunterboots.com

– Boot personalisatin project

- Prototyping

Ticketing System UI

Cog Design | 2022 - www.cogdesign.com

– Ticketing system (Spektrix) user interface development

– Working with a number of charity & cultural organisations, implementing eCommerce ticketing system on tight budgets

eCommerce UX Designer

Catwalk Club | 2020 - 2021

– For the luxury handbag rental start-up I oversaw the entire project from defining user journeys & initial wireframes, hi-def prototyping to the UI build & Wordpress integration.

– Integration of face recognition software

– Designing custom checkout process to handle rentals & payments

eCommerce UX Designer

Hunter Boots Ltd | 2018 - 2020 - www.hunterboots.com

– Using qualitative & quantitative data to highlight issues

– A/B user testing, discovering blockers and designing solutions

– Hi-def prototyping of user journeys

– Optimising the checkout process for mobile users increasing conversion by 9.5% from previous year.

eCommerce UX Designer

Links of London | 2016 - 2017 - www.linksoflondon.com

– Implementing the responsive design

– Adding eCommerce functionality & improvements to the user interface and overseeing the front-end development

Education

University of the West of England

BA Sociology & Psychology

Research into human behaviour & data analysis.

2002- 2005

Skills

Quantitive & qualitative data research
Usability testing
Prototyping
A/B Testing
Website strategy
Written communications
Persona creation & user journeys
Information architecture
Agile development

Software and applications

UX
Figma
Sketch
XD / Photoshop
Hotjar

Development

HTML	Wordpress
CSS/SCSS	Magento
JavaScript	Shopify
GitHub	Spektrix

Other

Google Docs	Asana
Google Sheets	Slack
Google Analytics	BaseCamp