

# Emma L. Bevan

## Senior/Lead Experience Designer

www: [emmalucybevan.co.uk](http://emmalucybevan.co.uk) || LinkedIn: [emmalucybevan](https://www.linkedin.com/in/emmalucybevan)  
email: [emmalucybevan@gmail.com](mailto:emmalucybevan@gmail.com) || mobile: 07427 683983

With over 13 years in digital, and 9 specifically in UX, I have a diverse background and a wide range of skills, including experience in visual design and some coding, meaning I put a large emphasis on collaborating closely with colleagues to find the best way of working iteratively and quickly. Having worked agency-side, I am fully-versed in agile project methodologies, designing device-agnostic solutions and working through the entire project cycle. I design experiences that carefully balance user, business and technology, using the most appropriate tools for the job.

## Experience

### Senior/ Lead Experience/ Product Designer (UX/ UI) Freelance

Nov '14 - present

Working on several different projects for various agencies and client-side, including The Financial Times/ Nikkei, DigitasLBI, Sapient, Dare, JWT, Beyond and AMV BBDO, covering a wide range of the UX spectrum, such as interaction design, information architecture, prototyping, research interviews and UI design. Projects ranged from pitches, simple brochureware sites to complex big-build sites and web software, for a range of clients, such as Nike Foundation, RBS, Sainsbury's, AstraZeneca, Legal & General, and Guinness.

### Experience Designer Bright North

Jan '14 - Nov '14

Utilising insight from data to produce valuable customer experiences. Projects included lead XD on an eCommerce platform, a recruitment platform and internal projects for The Guardian and Sky.

### User Experience Designer Nonsense

Dec '12 - Nov '13

Sole UX Designer responsible for all design, documentation and presentation of UX work to stakeholders, which included clients such as Bacardi global, SSAFA, ABF Soldier's Charity, Cancer Research, Macmillan, Diabetes UK, the RSPCA, Friends of the Earth and The Children's Society.

### Associate Experience Architect DigitasLBI

Oct '11 - Dec '12

Collaborating closely with visual designers and interface developers to produce experience solutions for global brands such as BT, Lloyds Bank, AstraZeneca, Turkcell and E.On.

### User Experience Designer Spring Digital

Jul '11 - Oct '11

Sole UX, producing all documentation and presenting to clients for new start ups.

### PhD Candidate/ PM Queen Mary University/ Inition

Sep '10 - Jul '11

Received a full scholarship to study a Media Arts Technology PhD and worked on a three month placement with Inition, running a project in collaboration with the BBC, whilst developing a Windows App. I didn't complete the PhD, as I needed more real-world, practical constraints to be creative.

### User Experience Designer Teachers TV

Jul '10 - Sep '10

Conducted usability interviews, developed solutions for rich media functionality and CMS features, and produced functional spec.

### User Experience Designer Enterprise UK

Oct '09 - Jul '10

Sole UX, managing third-party clients and stakeholders, producing all UX work and editing visual assets for Global Entrepreneurship Week, for both the global and UK site.

### Multimedia Designer IfM, Cambridge University

Oct '05 - Oct '08

Employed for a project with a university in Trinidad to produce graphics, print materials, web pages, web copy and training documentation, and edit video and audio, for a Masters course.

### Freelance Visual Designer Local businesses

May '05 - Present

Designed branding, logos, brochures, menus, window frosting illustration, vehicle decals, 3D mock-ups, business cards, packaging artwork and letterheads for several local businesses.

## Other things...

I like to make digital experiments about visualising emotion, in Processing (and previously Flash/ AS3), trying my hand at physical computing with Arduino and painting & sketching ([emmsielu.co.uk](http://emmsielu.co.uk)) I also love bouldering, dancing and singing really loudly when nobody's around.

## Skills

Scamping/ Sketching  
Hi-fi wireframes  
Prototyping  
HTML/ CSS  
Complex problem solving  
Interaction diagrams  
Formal Spec documentation  
Pitch work & strategy  
Requirements gathering  
Workshop facilitation  
Personas/ Pen portraits  
Storyboarding/ UJs  
Usability interviews  
Branding  
UI Design

## Software

Sketch  
Axure RP  
Omnigraffle  
Visio  
InDesign  
Photoshop  
Illustrator

## Education

### MA Design for Interactive Media (Merit)

Middlesex University

Researched Emotion in HCI, built several Flash interfaces and multi-touch table for CREATE 09 conference.

### BA (hons) Design for Interactive Media (First Class)

- One year top up

### BA (hons) Industrial Design

UWIC, Cardiff

Researched Emotion in HCI, designed a remote interview interface and awarded best student.

### BTEC Foundation Diploma in Art & Design (Distinction)

Bridgend College of Technology

Fine art, graphics, and fashion, specialising in 3D design.