

# Fiona Cowie | UX/UI Designer



+447732 601359 | fionajcowie@gmail.com | Edinburgh, Scotland

Design Portfolio: [fionacowie.github.io](https://fionacowie.github.io)

## ABOUT

Product and UX designer with background in illustration and over 10 years designing customer experiences in retail display. Creative thinker and problem-solver with a strong attention to detail and an analytical approach to user-centred design.

## SKILLS

- UX Design
- UI + High Fidelity Mockups
- Interactive Prototyping
- User Research
- User Persona
- User Journeys + User Flows
- Usability Testing
- Mobile-first Design
- Responsive Design
- Emotional + Visual Design
- Fundamental HTML + CSS
- Code + Accessibility Checks
- Illustration

## TOOLS

- Adobe XD
- Optimal Workshop
- Usability Hub
- Adobe Illustrator
- Keynote

## EXPERIENCE

### User Researcher (Volunteer) | *Creative Ethics* | Sep 2020 - Present

- Collaborated with a multi-disciplinary team, providing the team with a fast turnaround from research to detailed insight
- Crafted visual presentation tools to help the team understand and meet nuanced user needs
- Conducted stakeholder interviews to define business and user needs, optimise objectives and shape product roadmap

### Designer/Illustrator | *Self Employed* | Apr 2017 - present

- Established a [personal brand](#) to sell my illustration work

### Immersive Web Design Project | *CareerFoundry* | Aug - Sep 2020

- Employed mobile-first design to build a responsive [portfolio website](#) from scratch, learning HTML and CSS in the process
- Prepared and ran moderated usability tests on the live site to ensure an accessible site that met project goals and worked for people across different browsers and devices
- Created bespoke illustrations and CSS animations for the site that promoted viewer engagement and curiosity

### Immersive App Project | *CareerFoundry* | Jul 2019 - Aug 2020

- Implemented end-to-end user-centred design to create a high fidelity interactive prototype for a responsive web app
- Wrote a UI style guide and [design system language](#) that streamlined user needs with visual aesthetics
- Generated research-driven UI patterns and created a mascot that encouraged pro-active user interaction with the app
- Engaged with student community to exchange feedback and expertise, building collaboration while working solo

### Window Dresser & Merchandiser | *Debenhams* | 2007 - Mar 2021

- Worked as part of a team to deliver engaging customer journeys that balanced customer needs with business goals

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## SHORT COURSES

- Frontend Development for Designers, *CareerFoundry*
- Illustrating Children's Books, *MATS*
- Printed Textiles, *Abbeymount Studios, Edinburgh*
- Introduction to Illustration, *Edinburgh College of Art, Edinburgh*

## EDUCATION

**UX Immersion, Design Certificate** | *CareerFoundry (Remote Course)* | *Jul 2019 - Aug 2020*

- An immersive, hands-on course covering all aspects of the user-centred design process, from business and user research through to creating a design system and polished UI

**Bachelor of Design (2:1 Hons)** | *Duncan of Jordanstone College of Art and Design, University of Dundee*

- Specialised in jewellery design, exploring new materials and the relationship between jewellery and wearer