Georgia Heeler   UI/UX Designer

www.georgiaheeler.github.io

UI/UX designer striving to create beautiful and simple interfaces while advocating for evidence-based practice in design. I am keen to work in a fast-paced and collaborative environment where teamwork, feedback and iteration forms the backbone of the impactful delivery of user-centred products and services.

CONTACT DETAILS

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EDUCATION

2020 – Present:
User Interface Design Certificate,
Career Foundry
10-month online bootcamp course, covering theory of design principles and submitting coursework of concept app designs. Developing skills in user research, user testing, wireframing and prototyping. Final 2 months specialise in front-end development.

2015 – 2019:
BSc (Hons) Psychology with placement year, University of Bath, 2:1
Modules include: Quantitative Methods 1 & 2, Research Methods and Design, Research Project, Applied Dissertation

2014 – 2015:
Foundation Diploma in Art & Design,
London College of Communication, UAL
Distinction; awarded 'Best in Show' for my class

SKILLS & TOOLS

Software:
Microsoft Office
Adobe XD
Figma

Languages:
Basic HTML, CSS and JavaScript

Research:
Quantitative research methods and analysis
Qualitative reesearch methods and analysis

References available upon request

EXPERIENCE

January 2021 – Present
Marketing Content & Design Assistant, Enham Trust
Graduate Trainee, Charityworks

- Graduate Trainee on the UK's non-profit leadership development talent programme. Approached SLT to conduct research piece interviewing service-users to inform development and delivery of new care model.
- Designing and producing print and web-based marketing and communication assets for all departments.
- Planning, creating and scheduling social media content.
- Copywriting for social channels, website and blog posts.
- Advocated for provision of accessible communication assets for service-users. Resourceful through creating own Easy Read (ER) documents and building own library of ER assets and templates.

October 2020 – November 2020
UI Designer, Everknock, London (Remote)

- Working as a part-time UI designer in a start-up environment for their second design sprint.
- Working alongside developers to make improvements to user problems identified from their first MVP iteration.
- Developing user stories, generating ideas and solutions to user problems, identifying feature requirements and creating prototypes.

September 2019 – March 2020
Brand Ambassador (BA), Obsidian Marketing, Guildford

- B2C Direct sales role comprising door-to-door fundraising for various non-profit clients.
- Awarded 'Emerging Talent' award for my office and achieved number one position in the weekly fundraiser rankings twice, securing the highest donor acquisition amongst ≈500 other BAs across the UK.

October 2017 – June 2018:
University clinical & research placement year,
UCL Great Ormond Street Institute of Child Health and Great Ormond Street Hospital, London

- Working in a team to conduct a large-scale research project, involving a national sample of 100 visually impaired (VI) children.
- Assisting with participant recruitment and child assessments; maintaining databases requiring accuracy and excellent attention to detail; data entry and analysis.
- Assisting in a clinic for VI children. Witnessed and questioned the validity of communication assessments, which motivated me to explore this subject for my dissertation.