




Content Designer and Psychology graduate aspiring to be a Product Designer 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. Striving to create beautiful and simple interfaces while advocating for evidence-based practice in design.

CONTACT DETAILS

 (07503) 917965
 georgia.heeler@gmail.com
 www.linkedin.com/in/georgia-heeler

EDUCATION

2020 – 2021:
User Interface Design Certificate,
Career Foundry 10-month online boot-
camp course. Submitted coursework of
concept app designs and developed skills
in: design principles and heuristics, user
research, user testing, wireframing,
prototyping and front-end development.

2015 – 2019:
**BSc (Hons) Psychology with placement
year***, University of Bath, 2:1
British Psychological Society accredited
training in research and statistical
analysis.

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

2012 – 2014:
A Levels and Cambridge Pre-U,
City of London Freemans School, Surrey
A* Psychology; A* English Literature; D3
Art & Design.

SKILLS & TOOLS

Software:
Microsoft Office
Adobe CC
Figma

Languages:
Basic HTML, CSS and JavaScript

Research:
Quantitative and qualitative research
methods and analysis

References available upon request

EXPERIENCE

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

- Graduate Trainee on the UK's leading non-profit leadership development talent programme, Charityworks, endorsed by the Institute of Leadership and Management.
- Scored 99% on user-centred Impact Research conducted and assessed as part of the programme, interviewing disabled service-users to inform the delivery of new care model.
- Designing and producing print and web-based marketing, design and communication assets for all departments.
- Responsible for running and maintaining Enham's social channels and website, including content creation and copy writing.
- Reviewing social metrics, SEO and Google Analytics data to inform marketing and design decisions.

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 building 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. Observed and challenged the validity of communication assessments, motivating me to explore this subject for my dissertation.