

# LAURENCE MORETON BURT

UX Designer

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## PROFILE

I am an experienced design professional with a wide ranging practical skill set developed working across fashion, design and user experience. I have recently completed a university accredited diploma course in UX design with the UX Design Institute. I am now hoping to find employment which will utilise both my new skills and those I developed during my time in the luxury fashion industry.

## EXPERIENCE

### FREELANCE UX & PRODUCT DESIGNER

*Johanna Ho - Uniform / Project March-May 2022*

This project involved the development of a wholesale e-commerce site aimed at large corporations, allowing them to buy large volumes of uniforms as well as custom build their own unique branded designs. The focus was limited to suits initially, but the design of the site took into consideration the potential for expansion into more areas.

Key Responsibilities included:

- Producing comprehensive competitor benchmarking documents.
- Identifying best practice in wholesale uniform sites and custom clothing design applications.
- Designing key product functions.
- Hand Sketching screen designs.
- Producing a medium fidelity prototype using Adobe XD.

This project helped develop my ability to make the case for UX, to clients and stakeholders with a limited understanding of the field. The research lead approach allowed them to revise and improve their product offering in ways they had not previously considered.

### UX DESIGN DIPLOMA COURSE

*UX Design Institute / Aug 2021-Mar 2022*

This course involved the creation of a portfolio based on the case study of creating a hotel booking website, I learned about the theory and practices of UX design. I also established an understanding of user psychology before applying them in a project environment. This covered research, design and prototyping.

Tasks Included:

- |                                     |                             |
|-------------------------------------|-----------------------------|
| • Competitive Benchmarking          | • Flow Diagrams             |
| • Online Survey and Analysis        | • Sketching Designs         |
| • Usability Testing and Note Taking | • Prototype Development     |
| • Customer Journey Maps             | • Wireframes and Annotation |
| • Affinity Diagrams                 | • Testing Prototypes        |

My work can be viewed on my online portfolio site: [www.laurencembdesign.com](http://www.laurencembdesign.com)

In addition to the course material I have supplemented my experience and learning through wider reading, helping me to gain a more critical insight into how important user experience is within design and how UX has evolved as a profession.

Furthermore I have keenly followed a series of UX webinars from 'UX Insider' listening to talks from people at all levels and stages of the industry to develop and understanding of best practice within the industry and hear a range of project case studies.

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## EXPERIENCE CONTINUED

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### DESIGN ASSISTANT

*The Fold London / 2017-2020*

In my role as design assistant at The Fold London I helped to maintain the day today running of the design department and had a wide range of key responsibilities. Working in the fashion industry has given me a well honed ability to work to tight deadlines and in a busy fast paced environment.

- Project management: I was in charge of several key projects including, all product development sampling - making sure prototypes of designs were ready for key meetings, ensuring that prototypes match designer specifications. I was also in charge of managing the design process for key VIP clients.
- Information Analysis: In this role I had to generate research for the Design team. I also had to look at seasonal sales figures and analyse where previous product ranges had been successful.
- Wider Business Engagement: Presenting findings from design research to the broader company, making the case for why specific products should be excluded or include. This helped me to develop an understanding and awareness of other elements of the business.
- Hand sketching of designs and the digital generation of technical drawings and print designs.
- Design Research: Finding latest design trends, looking at competitors and creating presentations for key stakeholders.

### FREELANCE DESIGN ASSISTANT

*Casablanca Paris / Nov 2020-Mar 2021*

My role as freelance menswear design assistant for Casablanca Paris was to primarily assist with the generation of the digital technical drawings for the collection. In this role I further developed my abilities to work in a fast paced environment as the team hurried to get ready for Paris fashion week in the middle of the pandemic. This required strong communication, listening skills, teamwork and patience as well as creative problem solving as obstacles and changes occurred repeatedly at the last minute.

### BARTENDER

*Craft and Courage / Oct 2021 -Present*

While I completed my UX design Diploma I worked at my local craft beer pub. This has helped with my communication, due to its nature as a customer facing role. I assist people in finding a drink to meet their personal taste based on my own knowledge of the products. It is a small space and has helped with my ability to keep a well organised work space and to be considerate to those with whom I have to share it.

### DESIGNER | PRODUCER | FOUNDER

*Shred-it Collective! / July 2017 -Present*

I am also a founding member of a creative collective which creates large scale art installations for music festivals, club nights, and events during my free time in the summer. This is something which has given me a great deal of confidence in my ability to lead projects and in collaborative working. I have had to pitch ideas to clients and complete technical risk assessments during these projects, in addition to designing and creating the pieces themselves.

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## TECHNICAL SKILLS

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I have experience using Figma and Adobe XD to produce web and application design prototypes, in addition to this I am highly competent on Adobe Photoshop, Illustrator and InDesign, I am also proficient in Microsoft Office including Excel. I consider myself to be technically adapt, I am good at picking up new softwares quickly and enjoy learning how to get the most out of them.

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## EDUCATION

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### UX DESIGN DIPLOMA

*UX Design Institute / 2021-2022*

### FASHION DESIGN (IND) BA 2:1

*University of Leeds / 2014 - 2017*

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## REFERENCES

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### JOHANNA HO

*Project Lead*

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### KATYA MASCHENKO

*Head designer / The Fold London*

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