LISA BROWN

Web Designer | Graphic Designer

CONTACT

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MISSION STATEMENT

Driven and experienced Web and Graphic Designer looking for a new opportunity in UX Design with room to progress and further enhance my skills.

SKILLS

TOOLS
Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe After Effects
Final Cut Pro
Sketch
InVision
Figma

CODING
HTML/CSS

INTERACTION
User Research
Wireframing
Prototyping

EDUCATION

Professional Diploma in UX Design
UX Design Institute
March 2021

BA(Hons) Graphic Design
Glasgow Clyde College
June 2017

REFERENCE

Grant Elliott
Head of Web Design, Arnold Clark

✉ grant.elliott@arnoldclark.com

INTERESTS

I'm a keen photographer.
📷 @memoriesareimages

WORK EXPERIENCE

Web Designer   2021–Present
Arnold Clark - Glasgow, UK

I work in a cross functional role between Web and Graphic design, with more of a focus now on web and UX projects in the Car & Van Rental division.

Key responsibilities

- Using an Agile working approach, we strive to continually improve the customer's digital journey by creating a seamless user experience as they move from online to in-branch.
- Identify problem areas for improvement on our website portfolio using tools such as CrazyEgg and Google Analytics to make data-informed design decisions.
- Develop design ideas and create A/B tests to use with real customers before implementing final design solution.
- Work with various stakeholders across multiple business divisions whilst managing expectations and receiving feedback in a fast-paced working environment.
- Using Sketch, but more recently Figma, to create interactive prototypes for stakeholder approval.
- Carry out peer reviews before code is deployed, allowing us to collaborate and improve the output as a web design team.
- Participate in daily stand-ups and retros, improving the team dynamic and ensuring we gather learnings from every project.
- Regularly demo projects showcasing recent work and learnings to the full Marketing department.

Additional relevant skills

- I have also developed skills within Adobe After Effects allowing me to animate GIFs for emails and enhance my skills in CSS animation.

Graphic Designer   2017–2021
Arnold Clark - Glasgow, UK

For 4 years I was a Graphic Designer working closely with Marketing Executives to create various print and digital assets.

Key responsibilities

- Developed a number of creative concepts for various projects across the Group, including nationwide sales campaign artwork and new brand concepts for both offline and online use.
- Key designer in a number of brand artwork design projects including the development of our in-house employee values concept, which is now used across all employee artwork throughout the Group, circa 12,000 people.
- Created various elements of campaign artwork including social and paid media assets that would be eye catching and engaging to the audience whilst adhering to design best practice for different platforms.
- Designed internal documents and presentations to communicate information to employees using infographics and clear editorial layouts on Adobe InDesign.

Additional relevant skills

- Edited videos using the combination of Premier Pro and After Effects to create content for use in presentations, on YouTube and landing pages.

Graphic Designer Intern   August 2016
Flex - Cork, Ireland

Graphic Designer Intern   July 2016
STV Creative - Glasgow, UK