


# Lucienne J Ferrari

## UI/UX DESIGNER

A UI/UX designer, whose background in Psychology offers a unique insight into the minds of users from a diverse range of backgrounds. These experiences enable the application of user-centered design principles and the implementation of minimal, intuitive interfaces that create an impact. Currently seeking a transition into the exiting digital marketing landscape.

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## SKILLS

- User Research
- User Personas
- User Flows
- Wireframes
- Prototypes
- UI Design
- Branding
- HTML5
- CSS3
- Bootstrap 4
- Git Version Control

## TOOLS

- Sketch
- Invision
- Omigraffle
- Photoshop
- Illustrator

## PRODUCTS

- Native IOS Apps
- Native Android Apps
- Responsive Websites

## SOFT

- Interpersonal Communication
- Problem Solving
- Active Listening
- Collaboration

## EXPERIENCE

### UI/UX Designer

*Simpplr | July 18 - Present*

- Ideation, wireframes and prototypes through to production ready UI
- Communicate user journeys via written documents and flow diagrams
- Managing style guides and UI pattern libraries
- UI/UX design for native IOS and Android apps

### Freelance UI/UX Designer

*June 18 - Present*

- Creating responsive designs and prototypes for web & mobile apps
- Building icons, logos and assests in Sketch
- Applying user-centered design processes

### Website & Communications

*Oliver Carpenter Joinery | Jan 17 - May 18*

- Tasked to brand, design and develop a website to improve the company's image and promote work to clients
- Created responsive designs in Sketch and built with HTML5, CSS3, Bootstrap 4
- Sales increased by over 50% due to enhanced professional image
- Asked to manage the site and respond to client enquiries in addition to day to day administration duties

### Supported Housing Officer

*Homeless Project - Brighton & Hove Council | Oct 13 - Dec 16*

- Managed the office for dual diagnosis mental health and substance misuse disorders and provided advocacy and support to service users
- Negotiated new supplier contract from Argos to local homeless charity Emmaus and saved the council around £3000 annually

### Victim Care Officer

*Victim Support | Nov 11 - Sept 13*

- Provided emotional and practical support to victims of crime in the south east through active listening and problem solving.

## EDUCATION

### Career Foundry

*UI Design | Oct 17 - May 18*

- UX methodology; research, personas, user stories & flows, wireframes
- UI Design in Sketch
- Native design for IOS and Android products

### Psychology BSc (Hons)

*University of Sussex | 2:1 | Sept 08 - July 11*

- Final year project published in: Proceedings of the National Academy of Sciences, 113(10), 2631–2635