



NADINE HOCKING WELLS

Product (UI/UX) Designer

I am a UI/UX designer with strong foundations in graphic design, front-end development, communications and psychology. I work both independently and as a member of a team to discover bespoke solutions based on the individual needs of a client and / or the requirements of a project. I have a depth of knowledge in a range of disciplines and enjoy sharing this knowledge with others.

DESIGN SKILLS:

- Design and gestalt psychology
- Discovery and ideation
- User-centred design
- User interface design (UI)
- User experience design (UX)
- Design system
- User research & personas
- User journey mapping
- Information architecture
- Wireframing
- Interactive prototyping
- Branding and identity
- Typography and layout

TECHNICAL SKILLS:

- Front-end development: CSS3; SCSS; LESS; HTML5; JavaScript; PHP; React
- Search Engine Optimisation
- UX writing and research
- Video editing

INTERPERSONAL SKILLS:

- Communication
- Presentation
- Problem-solving
- Collaboration
- Organisation
- Training & mentoring

TECHNICAL TOOLS:

- Figma
- Sketch
- Adobe: XD, Illustrator, Photoshop, InDesign, Premier Pro, After Effects
- WordPress
- MAMP / MYSQL
- Google analytics

EXPERIENCE:

Freelance Product Design Consultant

Feb 2012 – Current

Nadine Hocking-Wells Design | UK / Remote

Collaborate with agencies and small to medium sized businesses on a contract basis to design and deliver a range of digital products. Services include: UI/UX, SEO, information architecture and online content creation, graphic design (online and offline), branding and identity, digital design and front-end development.

UI / UX Designer

March 2021 – Feb 2023

Insurwave | London, UK – Hybrid

Collaborated with product, engineering, marketing and leadership teams as well as clients to: define and design engineering outcomes for each sprint; conduct market and user research; define user pain-points; create user flow-charts, wireframes and low-high interactive prototypes; conduct design software workshops to train an expanding team of product owners and engineers.

UI Designer Consultant

June 2019 – Feb 2022

iProperty | Remote

Designed a range of digital products targeted to real estate agents and brokers; provided user-centred design solutions and demonstrated user-experience methodologies to improve user-journeys.

Graphic Designer Consultant

Dec 2018 – June 2019

FUTURE PropTech/CREtech | London, UK

Conducted market research and collaborated with stakeholders to define and communicate brand messages across various communication, marketing and advertising touch-points.

Senior Digital Designer

Feb 2017 – Nov 2018

Cargiant | London, UK

Collaborated with marketing and engineering teams to: produce and deliver new UI designs and features; conduct user-data analysis to identify pain-points; create design solutions to improve customer end-to-end journeys and ROI; refine brand message across various communication, marketing and advertising touch-points.

Digital Designer

March 2015 – Sep 2016

Kingsley Hamilton Estates | London, UK

Conducted market research and collaborated with key stakeholders to define and communicate brand message across various marketing and advertising touch-points.

UI Designer / Developer

July 2011 – Feb 2012

Stellar Point | Toronto, CA

Designed bespoke websites tailored to client briefs; developed a variety of custom Wordpress themes used for agency website.

Graphic Designer

May 2010 – July 2011

411.ca | Toronto, CA

Created online advertisement material tailored to client briefs.

EDUCATION:

Graduate Diploma

July 2023 – Current

Charles Sturt University | Bathurst, AU / Online

Graduate Diploma of Psychology

Bachelor's Degree

Feb 2012 – Dec 2018

Charles Sturt University | Bathurst, AU / Online

Bachelor of Media Communication

Diploma

March – Nov 2009

Canadian Business College | Toronto, CA

Diploma of Digital Media Web Design

Certificate

Feb 2024 – March 2024

The School of UX | London, UK / Online

UX Design Skills Bootcamp

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