Shane Keen | London, UK

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I am currently seeking a full-time UI/UX Designer role focused on product design, usability, and conversion optimization. With 2+ years of professional experience and a First-Class BA in UI/UX Design, plus nearly a decade of broader design experience, I specialize in creating user-centered digital products that deliver measurable business outcomes (e.g., improved sales by 30% and a 3x sign-up increase). Proficient in Figma, Adobe Creative Suite, user research methodologies, and data-driven design principles, I am keen to apply my skills in a collaborative product team where design directly supports user growth and business outcomes.

Key Skills

UX: Research, usability testing, journey mapping, Data Analysis, Google Analytics, Accessibility & Inclusive Design | UI: Wireframing, prototyping, design systems, AI-powered prototyping | Tools: Figma, Adobe Suite, Webflow, React/Next.js, LLM APIs | Workflows: Agile methodology, design sprints, iterative development, team collaboration

Professional Experience

01/2024 – 11/2024 | Freelance Design — UI/UX & Graphic Designer (London, remote)

- Increased sales by 30% for a roofing business by designing and launching a responsive website with a streamlined user flow and clearer call-to-actions, informed by user feedback.
- Led 0 → 1 design sprints to define product scope, information architecture and prototypes used for hand-off to developers, resulting in a clear product vision and streamlined development process.
- Produced on-brand graphics and marketing assets, ensuring consistent user experience across touchpoints..

06/2021 – 04/2022 | BSM Studios — UI/UX Designer (California, remote)

- Achieved a 3x increase in user sign-ups for a blockchain platform by redesigning the onboarding flow and information architecture, based on insights from usability testing to reduce user friction.
- Reduced drop-off rates in key conversion funnels, through the creation of interactive prototypes and conducting iterative usability reviews to identify and address user pain points.
- Fostered strong collaboration with engineers and PMs in an Agile startup environment to rapidly iterate on user feedback.

09/2020 – 06/2021 | Freelance — Graphic Designer (Essex & London, remote)

- Delivered social branding and visual assets for YouTube creators (channels with 40k+ subscribers), increasing audience engagement and streamlining content templates.
- Designed thumbnails, branding and promo graphics, improving click-through and retention on videos.

Education & Qualifications

09/2020 – 06/2023 | Ravensbourne University, London — BA UI/UX Design (First-Class)

- Capstone project: UI/UX service and interface graded 1:1 distinction.

09/2018 – 05/2019 | Chelmsford College, Essex — Level 3 Diploma, Media (Distinction)