ZOE ELLEN POINTON

UX ANALYST

H: 01344 430 312

M: 07935 408 399

zoepointon123@gmail.com

zoeellenpointon.com

ANALYTICS SKILLS

Python

D3

Google Analytics

Microsoft Excel

SQL (Basic)

USER RESEARCH SKILLS

User Journeys

User Testing

Focus Groups

Card Sorting

Interviews

Surveys

Market Research

DEV SKILLS

HTML

CSS

JavaScript

DESIGN SKILLS

Adobe CC

Data Visualisation

Sketch

Invision

Wireframes

Mockups

Prototypes

Style Guides

AWARDS

UNIVERSITY OF WINCHESTER

Transmedia 2017 Pitch a Project Winner

CERTIFICATIONS

GOOGLE

The Online Marketing Fundamentals

A unique perspective on data analytics, with a practical design outcome oriented approach. **2 years experience** working within the tech industry as a designer. **Passionate about using data analysis** to create and refine digital products and marketing campaigns. Spent the last year studying for a **Masters in Design Informatics** at the University of Edinburgh. This allowed for skill-set expansion into data visualisation, data analytics, and data driven design. Looking for a new challenge in user experience **analytics/insight**.

EXPERIENCE

JUL 2018 - PRESENT

Maxivation, London - Freelance Digital Consultant

Working with various clients to develop and manage their digital presence. Using my varied skill-set I have helped clients; create a web presence, map and understand their customers' journey and install and report on customer behaviour using Google Analytics.

APR 2018 - JUL 2018

TruDigital, Portsmouth - UX/UI Designer

Formerly part of CDG. Working in a start-up environment allowed me to take greater ownership of client projects. My role in the company was to design and build websites, and create insight reports for clients. I also took a lead role in streamlining the production process of the SME website offering.

MAY 2017 - APR 2018

CDG, Sunningdale - Graduate Designer

After graduating I joined CDG full-time as a graduate designer. My role expanded to running client meetings, and conducting focus groups and user testing. As well as working on client projects, I also worked within product teams, creating and refining mobile applications using agile development methodologies.

MAY 2016 - APR 2017

CDG, Sunningdale - Digital Design Intern

During my last year at university I got the opportunity to work alongside my study as an intern. This allowed me to develop my design and problem solving skills and work with clients in a professional setting.

EDUCATION

2018 - 2019

University of Edinburgh - MA Design Informatics

Predicted Grade: Merit

2014 - 2017

University of Winchester - BA Digital Media Design

Grade: First

REFERENCES

ALLAN CRABTREE

TruDigital

allan@allancrabtree.co.uk

SALLY HANSON

CDG

sally@shml.co.uk