

ZOE ELLEN POINTON

UX ANALYST

Surrey, Uk
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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 user experience, with a practical insight oriented approach. Using data insights and user research to inform design decisions. **2 years experience** working within the tech industry as a designer.

Passionate about using data analytics 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 design/insight**.

EXPERIENCE

JUL 2018 - PRESENT
Maxivation, Surrey - 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	SALLY HANSON
TruDigital	CDG
allan@allancrabtree.co.uk	sally@shml.co.uk