UX Designer

Zoe Ellen Pointon

London UK
07935 408 399
zoepointon123@gmail.com
zoeellenpointon.com

UX designer with a **passion for creating user centred products,** based research and data. **3 years experience** working within the tech industry as a designer. **Masters in Design Informatics** from the University of Edinburgh.

Skills

Adobe CC
Sketch
Invision
Google Analytics
Adobe Analytics
HTML
CSS
Python

Certifications

Google
The Online Marketing Fundamentals

Awards

University of Edinburgh
Oberlander Prize Design Informatics MA

University of Winchester
Transmedia 2017 Pitch a Project Winner

References

Sky
Jennifer Hards
TBC

TruDigital
Allan Crabtree
allan@allancrabtree.co.uk

CDG
Sally Hanson
sally@shml.co.uk

Experience

December 2019 - Present
Junior UX Designer - Sky
Maintaining service journeys on the OTT platform (NOW TV).

August 2018 - November 2019 (1 year 4 months)
UX Consultant - Maxivation
Freelance work alone side my masters.

April 2018 - August 2018 (5 months)
UX Designer - TruDigital
Formerly part of CDG. Working in a start-up environment allowed me to take more ownership of existing client projects. Creating actionable conversion reports became the greatest part of my role.

May 2017 - April 2018 (1 year)
Graduate Designer - CDG
After graduating I joined CDG full-time. I worked on client projects; designing eCommerce and booking sites. At CDG I also got the opportunity to work on internal projects working as part of a small agile products team to deliver B to C mobile applications.

May 2016 - April 2017 (1 year)
Digital Design Intern - CDG
During my last year at university I got the opportunity to work alongside my degree as a design intern.

Education

2018 - 2019
University of Edinburgh - MA Design Informatics
Grade: Distinction

2014 - 2017
University of Winchester - BA Digital Media Design
Grade: First