ZOE ELLEN POINTON

UX DESIGNER

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zoeellenpointon.com

Finishing my **masters in Design Informatics**, at the University of Edinburgh. **2+ years design experience** working within the Tech Industry. Graduated from the University of Winchester with a **first class honours in Digital Media Design**.

Looking for a new challenge in **user experience design**, starting September 2019.

UX SKILLS

User Journeys
Prototyping
User Testing
Focus Groups
Wireframes
Card Sorting
Personas

ANALYTICS SKILLS

Python
D3

DEV SKILLS

HTML
CSS
JavaScript

DESIGN TOOLS

Photoshop
Illustrator
InDesign
After Effects
XD
Sketch
Invision
Zeplin

AWARDS

UNIVERSITY OF WINCHESTER

Transmedia 2017 Pitch a Project Winner

CERTIFICATIONS

GOOGLE

The Online Marketing Fundamentals

EXPERIENCE

TruDigital, Portsmouth - UX/UI Designer

APR 2018 - JUL 2018

Formerly part of CDG. My role in the company was to design and build websites for our SME clients. Working in a start-up setting allowed me to take greater ownership of client projects. I also took a lead role in streamlining the design/development process for the 'affordable' website offering.

CDG, Sunningdale - Graduate Designer

MAY 2017 - APR 2018

After graduating I joined CDG as a graduate designer. My role expanded to running client meetings, preparing and conducting focus groups and user testing. As well as working on client projects, I also got the opportunity to work within product teams, creating and refining digital products using agile.

CDG, Sunningdale - Digital Design Intern

MAY 2016 - APR 2017

During my last year at university I got the opportunity to work alongside my study. It allowed me to develop my design and problem solving skills and gain new experience creating design mock-ups and prototypes for clients.

EDUCATION

SEP 2018 - AUG 2019

University of Edinburgh - MA Design Informatics
Predicted Grade: Merit

SEP 2014 - MAY 2017

University of Winchester - BA Digital Media Design
Grade: First

REFERENCES

BETTINA NISSEN

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SALLY HANSON

CDG

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ALLAN CRABTREE

TruDigital

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