ZOE ELLEN POINTON

UX ANALYST

Surrey, UK
07935408399
zoepointon123@gmail.com

zoeellenpointon.com

ANALYTICS SKILLS

Python
D3
Microsoft Excel

UX SKILLS

User Journeys
Prototyping
User Testing
Focus Groups

DEV SKILLS

HTML
CSS

DESIGN SOFTWARE

Photoshop
Illustrator
InDesign
After Effects
XD
Sketch
Invision
Zeplin
Balsamic

REFRENCES

BETTINA NISSEN
University of Edinburgh
bettina.nissen@ed.co.uk

ALLAN CRABTREE
TruDigital
allan@allancrabtree.co.uk

SALLY HANSON
CDG
sally@shml.co.uk

PERSONAL STATEMENT

Currently studying a masters in Design Informatics, at the University of Edinburgh. **Two 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 opportunity in **user experience analysis or data science**.

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 using WordPress. 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

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