

ZOE ELLEN POINTON

UX DESIGNER

H: 01344 430 312
M: 07935 408 399
zoepointon123@gmail.com
zoeellenpointon.com

USER RESEARCH SKILLS

- Focus Groups
- User Journeys
- Prototyping
- User Testing
- Wireframes
- Card Sorting
- Personas

ANALYTICS SKILLS

- Python
- D3
- Google Analytics
- Microsoft Excel
- SQL (Basic)

DEV SKILLS

- HTML
- CSS
- JavaScript

DESIGN TOOLS

- Adobe CC
- Sketch
- Invision
- Zeplin

AWARDS

UNIVERSITY OF WINCHESTER
Transmedia 2017 Pitch a
Project Winner

CERTIFICATIONS

GOOGLE
The Online Marketing
Fundamentals

REFERENCES

- TRUDIGITAL
Allan Crabtree
allan@allancrabtree.co.uk
- CDG
Sally Hanson
sally@shml.co.uk

An experienced designer with a **passion for creating user centred products**, based on user research and data insights. Spent the last year studying for a **Masters in Design Informatics** at the University of Edinburgh. This allowed for skill-set expansion into data driven design and data analytics/visualisation. **2 years experience** working within the tech industry as a designer. Looking for a new challenge in **user experience design/insight**.

EXPERIENCE

JUL 2018 - PRESENT

Freelance Digital Consultant - Maxivation

Freelance work alone side my masters. I worked with various clients; designing customer journeys, creating websites and, writing analytics reports.

APR 2018 - JUL 2018

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 - APR 2018

Junior Designer - CDG

After graduating I joined CDG full-time. My day-to-day role included; running client meetings, user research, wireframes, mock-ups, prototypes, style guides, conversion reporting and user testing. I worked on a variety of client projects that involved designing eCommerce and bookings sites. I also worked with the marketing team creating content for social media campaigns.

As well as working on client projects, I also worked within product teams, creating and refining SaaS mobile applications using agile. Taking part in daily scrum meetings and presenting to stakeholders weekly progress.

MAY 2016 - APR 2017

Digital Design Intern - CDG

During my last year at university I got the opportunity to work alongside my degree as a design intern. This allowed me to develop my design and developer skills in a professional setting.

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