



summary

Since graduating from Blackpool University with a first class honours degree, I have accumulated over nineteen years experience in the digital design industry.



personal skills

I am a talented and multi-skilled individual full of enthusiasm, dedication and creativity. I have a good sense of humour and a flair for innovation and creativity. I enjoy being part of, as well as leading, a successful and productive team. I have a strong eye for design, combined with a good technical understanding. I keep up to date with UX methods, however I more importantly keep strategic sensibility at the forefront of all design and data led solutions.

Being a self-motivated individual, I am fully committed to high standards of work, whilst staying within budget and deadline requirements. I get great enjoyment from problem solving, using innovative and creative solutions.

technical skills

I am aware of accessibility and usability, endeavouring to make sure content is easily available regardless of the user's ability, platform or surroundings. I can hard code HTML and have knowledge of CSS and SEO. I keep my knowledge up to date by regularly researching digital forums and attending conferences and workshops. I have experience working in an agile workflow environment, being the key deliverer of user design focused solutions between developers and stakeholders.

code & web knowledge

- HTML5 / CSS3 (responsive)
- W3C standards & accessibility
- Usability (persona's, journey flows, card sorting, user testing, wireframing, prototyping, A/B testing)
- SEO & Analytics
- CMS (various)

url's

- fresh-ayre.co.uk
- eurocamp.co.uk
- lookfantastic.com
- towbarwarehouse.com

software knowledge

- Illustrator / Photoshop
- XD / Sketch / Zeplin
- Axure RP / InVision
- Dreamweaver / Sublime
- UserTesting.com
- Adobe Premier / Flash

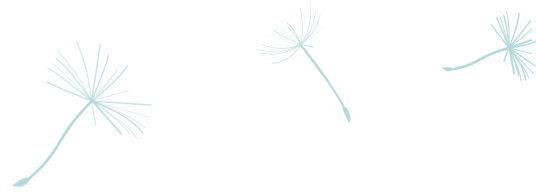
- myprotein.com
- edschippy.co.uk

education

Blackpool & Fylde College: 1998-01 | [BA] first class honours Graphic design

Birkenhead 6th form College: 1996-98 | [A levels] DT (A), Art (B), Computing (B)

employment



BeyondTrust

UX Lead Designer (2019-present)

At BeyondTrust my role is focused in customer centric platform improvements for web and OS based security software by investigating user needs and painpoints.

- Data driven Persona's, Customer insight gathering (interviews & team workshops) Experience mapping, Planning integration of analytics and user feedback surveys
- Team knowlege sharing, Workshop facilitation, Prototyping, Hi-fi UI design

The Hut Group

UX Designer (2017-2019)

At THG I create User-Centred Design solutions adopting the 5 day lean UX sprint for short tasks, and the iterative design test analyse & refine process for larger projects.

- Persona's, Journey mapping, Service design, Analytic analysis
- User testing (guerilla & session recording), Card sorting & Reverse Card sorting
- Data driven design, Sketching, Wire-framing, Prototyping, Hi-fi UI design

★ Optimisation of checkout journey resulted in a 4.2% conversion uplift

Best Companies

UX Designer (2015-2017)

At Best Companies I researched and designed user experiences for digital apps utilising persona's, Journey mapping, Tree testing, Wireframing, and Hi-fi design.

Holidaybreak Camping Division

Digital Creative Manager (2011-2015)

In my managerial role I was responsible for the scheduling of tasks and tutoring my teams design/code skills. In 2012 I became UX lead for a new ecom platform.

- UX design; user scenario analysis, journey mapping, card sorting, wire-framing, rapid responsive prototyping, A-B and consumer testing
- UI Design of a flexible component driven website and brand styleguide
- Integrated with developers utilising scrum, kanban and agile methodologies

★ Optimisation of a booking journey led to a 12% conversion rate increase

Senior Web Creative (2005-2011)

In my senior role at Holidaybreak, I was responsible for the online branding of three European camping brands.

- Xhtml and CSS3, accessible and SEO friendly code delivery
- Webpage designs and CMS template generation with site support
- Rich media banners, marketing emails, and social media apps

★ Mafta award best website: Eurocamp UK 2008

Shop Direct

E-commerce Designer (March 2002-2005)

At Shop Direct I was in control of the visual side of four e-commerce sites whilst creating affiliate banners, email campaigns & interactive magazines.