# Graham Ayre
## curriculum vitae

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## history

It was during my time at University, that I decided to travel to America in search of inspiration. After working for two established design agencies over there, I decided to focus my career in web design. Since graduating from Blackpool University with a first class honours degree, I now have accumulated over fourteen 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 web trends, however I more importantly keep strategic sensibility at the forefront of all design 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 the issues surrounding accessibility and usability, endeavouring to make sure content is easily available regardless of the user's disability, platform or surroundings. I can hard code HTML and have up to date knowledge of CSS and organic SEO. I keep my knowledge up to date by regularly researching digital forums and participating in online 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 (personas, journey flows, user testing, wireframing, rapid prototyping, A/B testing)
- SEO & Analytics
- CMS (various)

### software knowledge

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

### url's

- fresh-ayre.co.uk
- littlewoods.com
- eurocamp.co.uk
- paperpetal.co.uk
- towbarwarehouse.com
- epdetect.com

## 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

## The Hut Group
UX Designer (2017-present)

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 mapping, Wire-framing, Prototyping, User Testing (guerilla & session recording), Workshop facilitation, Hi-fi UI design.

⭐ Best practice design advice resulted in a 10% reduced landing page bounce rate

## Best Companies
UX Designer (2015-2017)

At Best Companies I researched and designed user experiences for digital apps utilising personas, 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

## Holidaybreak Camping Division
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 browser compatible, 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

## InView Interactive
Freelance UI Designer (Feb 2009-2011)

At InView I created a UI design and interactive prototype for a revolutionary EPG that would be the first to integrate an advanced intelligence engine and online services. Other projects included the design and coding of a help portal, company website, and asset creation for digital TV adverts.

⭐ EPG prototype secured investment & was developed for Global distribution

## 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 working closely with e-commerce and marketing to create affiliate banners, email campaigns and interactive magazine walkthroughs.