Graham Ayre
curriculum vitae

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summary

Since earning a first-class honours degree from Blackpool University, I have built a distinguished career spanning over 24 years in digital design. As an innovative UX Design Director, I excel in crafting user-centered solutions that drive measurable business outcomes.

I have led cross-functional design teams, optimizing user journeys, and developing scalable design systems across diverse industries such as travel, ecommerce and cyber security. While staying up to date with evolving UX methodologies, I prioritize strategic sensibility—ensuring design decisions are data-driven, technically feasible, and delivers iterative value to both users and businesses.

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)

technical skills

I prioritize accessibility and usability, ensuring that content remains easily accessible to all users, regardless of ability, platform, or environment. With proficiency in HTML, CSS, and SEO, I blend technical expertise with user-centered design principles. Experienced in agile workflows, I serve as a key bridge between developers and stakeholders, driving technically feasible user-focused design solutions that align with business objectives.

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)

software knowledge

- Illustrator / Photoshop
- Figma / Sketch / Zeplin
- Axure RP
- Dreamweaver / Sublime
- Maze / Optimal Workshop
- Adobe Premier / Camtasia

achievements

BeyondTrust: Built and scaled a team of 10 designers, supporting multiple SaaS products
The Hut Group: Optimized checkout journey, achieving a 4.2% conversion uplift
Holidaybreak: Optimized UX for travel bookings, increasing conversion by 12%

courses

- Nielson Norman Group: 6 courses covering usability, management and leadership
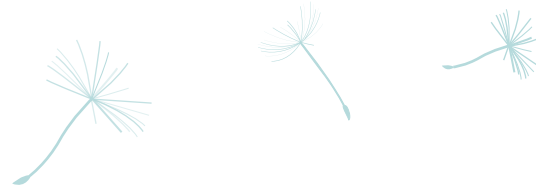- Maven: AI design patterns, leadership and influencing stakeholders

websites

- myprotein.com
- eurocamp.co.uk
- towbarwarehouse.com

software

- BeyondTrust Pathfinder
- Endpoint Privilege Management

employment

BeyondTrust
UX Designer to Product Design Director (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.

- Established and led a 10-person UX team, fostering a culture of user-centered design excellence whilst forming a career and prioritisation framework.

- Spearheaded the design of universal RBAC and asset management, enhancing product interoperability

- Advocated for UX strategy at the executive level, aligning design vision with business objectives

- Data driven Persona's, Customer insight gathering (interviews & workshops) Experience mapping, Planning integration of analytics and user feedback surveys

- Team knowlege sharing, Workshop facilitation, Prototyping, Wire & 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

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⭐ 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

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⭐ 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

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⭐ Mafta award best website: Eurocamp UK 2008