

I'm an enthusiastic designer with experience creating user-centred websites and applications. I enjoy working on all stages of the UX process, from conducting research and analysing findings to delivering the final digital product.

Education

Professional Diploma in UX Design

Jan 2020 – Nov 2021

UX Design Institute

BA Geography (First Class)

Sept 2015 – July 2018

Royal Holloway, University of London

A-Levels: Graphic Design, Biology and Geography

2013 – 2015

Barton Peveril College

Skills

Research

Usability Testing
Depth Interviews
Workshops
Online Surveys
Competitive Benchmarking
A/B Testing
Quantitative Data Analysis
Heatmap Analysis

Design

Interaction Design
Wireframing
Prototyping
User Flows
Information Architecture
Style Guides
Brand Systems

Coding

HTML5
CSS3

Work Experience

Digital Communications Officer (UX Design)

Royal Holloway, University of London | Feb 2019 – Present

- Analysing data from Google Analytics, Hotjar and the University's social media accounts to produce monthly reports and development proposals.
- Conducting user research, facilitating workshops and analysing user insights to inform development plans.
- Designing user-centred features and functionality for the course finder.
- Working collaboratively with a team of software developers in 2-week Sprints to make regular improvements to the website.
- Project managing the development of the new Virtual Experience and designing the university's first Online Prospectus.
- Maintaining and optimising the university's website and social media to ensure content is up-to-date, user-focused and engaging.
- Hosting meetings and drop-ins to train staff on using the Content Management System (Umbraco) and provide updates on new features.

Brand and Website Designer (Freelance)

Clear Design Studio | March 2018 – Present

- Carrying out brand and website design projects for over 50 clients, including Hoyer UK, Beacon Farm, Fractal Picture and Harbour Church.
- Analysing project briefs and communicating effectively with clients to ensure the final designs fulfil their requirements.
- Conducting user and competitor research to assist businesses with their brand strategy and to inform design decisions.

Marketing and Design Specialist

Ogilviedavies Ltd | July 2018 – Feb 2019

- Marketing Ogilviedavies Ltd's subsidiary companies, including London Steakhouse Company, Braywood House, Bacana Sangria and Dine & Gift.
- Utilising Google Analytics, Customer Relationship Management (CRM) tools, surveys and the company's own sales analytics software to better understand customer behaviour.
- Project managing the re-design of London Steakhouse Company's website, working closely with an external website design agency.
- Designing digital media and stationery, including weekly newsletters, promotional webpages, menus and tent cards.

Tools

UX Design

Adobe CS
Sketch
InVision
Figma
Axure
Camtasia
Miro

Data Analysis

Google Analytics
Google Ads
Hotjar

Agile

Jira
Azure DevOps
Asana
Monday

Marketing and Innovation Intern

Truth Consulting | June 2017 (placement)

- Working with clients to conduct focus groups and obtain unique customer insights.
- Creating customer journey maps and personas to be presented to clients.
- Planning and designing campaigns in workshops and meetings.

Graphic Designer

Pro Vision Planning & Design | June 2016 – July 2016 (placement)

- Using stakeholder briefs to create Design and Access Statements for the company's clients.
- Producing graphic boards for public consultation events.
- Communicating design ideas to other staff members.

References available on request