

Personal Summary

UX Designer specialising in crafting intuitive web interfaces. Proven track record of increasing user satisfaction and conversions through data-driven design.

Technical Skills and Strengths

Tools: Figma, Sketch, Adobe Suite (as needed), HTML, CSS, knowledge of (PHP/jQuery)

UI Design: Design Systems Architect, strong visual design, effective handovers, prototyping (HTML/CSS)

Research: Led user interviews, usability studies, and A/B testing to inform iterative design decisions.

Other: Agile methodology, mentored junior designers, process generation, workflow optimisation and company strategy.

Experience



June 2021 - Present

Dawson Andrews - Digital Agency, UI/UX Designer

- Spearheaded a comprehensive redesign initiative for a client, resulting in a 200% increase in user satisfaction and a 90% boost in conversions.
- Conducted extensive UX research (1,400+ responses) to uncover user pain points and guide design choices, demonstrating a commitment to evidence-based decision-making.
- Designed and launched new digital products, driving success from idea generation to completion.
- Collaborated effectively with product managers, engineers, and stakeholders throughout the project lifecycle to ensure seamless execution.



Aug 2019 - Aug 2020

Awarded

Police Service Northern Ireland, Visual Designer

- Enhanced the effectiveness of PSNI's internal training systems by incorporating engaging visuals, clear infographics, and user-friendly multimedia elements.
- Designed compelling recruitment campaign materials, including posters and digital assets, to attract top talent during the challenging COVID-19 pandemic.
- Demonstrated adaptability by seamlessly integrating design updates in response to evolving training needs within the context of the pandemic.

Various Dates

Freelance Designer

- Developed intuitive and visually appealing UI designs for mobile and desktop.
- Created a range of digital assets and collaborated effectively on projects, adapting designs to enhance brand identity and user engagement.

Hobbies Martial arts (Jiu-Jitsu, Judo), karting, fishkeeping, aquariums and much more.

Education

**Interaction Design, Bachelor Of Design
(May 2017 - May 2021)**

Graduated with 1st Class Honours.

**Interactive Media, Level 3, Extended Diploma
(2015 - 2017)**

Achieved Distinction*, Distinction*, Distinction.