

Personal Profile

A motivated and enthusiastic UX Designer, with an innovative personality, eager to apply knowledge from extensive experience of managing and working within brand & digital agencies. Looking for new opportunities to utilise experience and contribute to an organisation's team.

Key Skills

- Experienced UX Designer and People Manager.
- Environments: Account/Relationship Management, Project Management, Digital and Media Agency; Communications, UX Development, Consultancy.
- Excellent communicator experienced at developing overall strategy, defining objectives and preparing integrated marketing and communication plans.
- A logical thinker with a strong customer perspective and a practical, effective approach to design and client requirements.
- Negotiating new and existing contracts with clients to work to business objectives and targets.
- Excellent attention to detail and high-quality standards whilst being pragmatic and delivering at pace against ambitious deadlines.
- Hands-on experience with tools such as Figma, Adobe XD, Photoshop, InVision, Illustrator, Miro.
- Intuitive people manager who sets clear objectives and believes in creating a talent-nurturing working environment. Good coach and mentor, and a motivating leader capable of identifying and dealing with problems quickly and effectively.

Career History & Experience

Vodafone, Remote (London)

UX Designer

July 2022 – Present

Technologies used: **Figma, Jira, Excel**

- Collaborated with a team of UX/UI designers to optimize user experience on the company's app.
- Operated in an Agile environment, working closely with cross-functional squads and participating in Program Increments for effective ticket planning.
- Communicated effectively with stakeholders including Product Owners, Project Managers, Business Analysts, and User Research teams.
- Analyzed user testing feedback and implemented improvements, resulting in enhanced designs.
- Conducted landscape analysis, explored different solutions, and developed wireframes and UI designs for the development team.
- Acquired SAFe training, facilitating the implementation of agile practices at an enterprise scale.

Oscar & Rose Ltd, Harrogate

UX/UI Design Consultant

June 2022 – Present

Technologies used: **Figma, Adobe Creative Suite, Asana, Google Analytics**

- Working with clients to improve user experience and optimising their website
- Projects include eCommerce sites for garden centres, clothing and swimwear brands and a neon signage company, through to large corporate websites.
- Using Figma to wireframe, create designs and prototype websites .

UX Guy, Harrogate

UX/UI Design Consultant

September 2021 – June 2022

Technologies used: **Figma, Adobe Creative Suite, Asana, Google Analytics**

- Delivering strategic guidance and consultation to businesses, optimizing website conversions and sales.
- Leveraging user research and analytics to identify and enhance user journey for improved outcomes.
- Managing end-to-end operations including lead generation, client engagement, and project management.
- Conducting comprehensive user research and utilizing website analytics for data-driven insights.
- Innovating and designing new products that drive enhanced experiences and increase conversions.
- Ensuring seamless project execution by effectively coordinating with clients and developers.

**Think Methodology, Harrogate
Designer**

Project Manager/UX/UI

March 2020 - August 2021

Technologies used: **Figma, Adobe XD, Adobe Creative Suite, Google Analytics**

- Carrying out a Project Management role for sales and marketing business providing specialist lead generation and sales enablement.
- A hybrid role which was primarily managing digital projects for key clients (Linde & Kleen Waste), whilst also working on any UX and digital design work with both new and existing clients.
- Responsible project lead, managing and communicating with different departments and team members to complete projects and report to senior directors.
- Working to ISO7001 accredited standards and implementing the same standards throughout all project work.
- Working with the client to improve their digital footprint and overall user journey.
- Consulting with the client and creating options and services that would benefit their digital marketing and generate more leads.
- Collating data and insights and conducting monthly reports and presenting to key client stakeholders.

Steven Nicholls – CV continued

- Working with Websites, Paid Advertising, Email Marketing and Social Media Marketing to promote their products and services.
- Designing and creating marketing campaigns and landing pages to generate leads and provide crucial key data and insights. This then directly influenced the design direction in order to improve and adapt the UX design in line with what the user was engaging in.
- Mapping client's user's journey and interactions and improved the user experience.
- We were able to further benefit the client by integrating a custom CRM/Marketing solution to add value to this data through personalised targeted campaigns to the user. This resulted in monthly sales of over £100,000 for this client.

N Y Design, Harrogate

Project Manager/Web/Digital Designer

January 2004 - November 2019

Technologies used: **Adobe Creative Suite, Excel, Asana, Google Analytics**

- Carrying out a Management role for a Digital marketing agency digital marketing agency based in Harrogate.
- Involved in and managing an Agile, multidisciplinary team of designers, developers and digital marketers, and working to a design process.
- Designed over 100 sites of different sizes in multiple industries.
- Liaising with clients, identifying their position and their conversation in the marketplace, and creating solutions to their company objectives and values.
- Analysing data, investigation of target customers, key competitors and aligning with client company objectives.
- Creating wireframes and prototypes.
- Presenting solutions and engaging with clients to ensure smooth rollout of final build.
- Managing all client accounts, whilst also being involved in sales and ensuring projects are delivered on time and to client satisfaction.

Education, Qualifications & Training

Education

King Edward VI School, Lichfield

- **GCSEs** - 1A (Design), 7B's (Biology, Chemistry, Physics, English Language, English Literature, Geography, French. 1C (General Studies)
- **A Levels** - Design (A), Business Studies GNVQ (Merit)

Leeds Metropolitan University

- BA (Hons), **Three Dimensional Design** 2000 – 2003

Additional Training

- Coursera **Google UX Design Professional Certificate** 2021 - Present
- Squared Online **Certificate in Digital Marketing** 2016

Core IT Skills

- Microsoft/Google Docs
- Figma, Adobe XD. Photoshop, InDesign, Illustrator, Miro

Achievements

Professional

- Setting up an agency that was over 15 years old straight out of university with no prior experience or capital. We delivered a range of services to over 300 clients, many of whom were returning customers.
- Setting up a monthly Social Networking group that is now over 3 years old and has 200 subscribers and around 75 regular business owners locally.
- Launching our own beer! Successfully designing, branding and distributing our award-winning beer to market into over 200 retail outlets and pitching to major supermarkets. Pedal Power was voted 'Best Beer' of the Tour de Yorkshire 2014.
- Creating the entire visual presentation for ASDA's Music, Video & Games Conference. Working personally with the Marketing Director for ASDA on his presentation. This was showcased to industry representatives from Sony, Nintendo & Warner Brothers to name but a few.
- Rebranding a construction company including a brand-new website which resulted in them winning a £2.35m contract.

Personal

- Football coaching in California for MLS clubs LA Galaxy & San Jose Earthquakes.
- Completed the Great North Run half marathon twice.

Additional Information

- **Interests:** Music, craft beer, sports, travelling, spending time with my family. I also have a keen interest in keeping up with the latest trends with design and digital innovations.
- **Driving License:** Clean
- **References:** Available on Request