



# Dynamic, Innovative & Passionate Designer crafting user-centric solutions

## Expertise:

- Ability to think logically and empathise with clients has enabled an effective approach to design challenges from a user-centered perspective.
- Strong background in client management, project execution, and digital expertise across agencies, tele-communications and development.
- Excel at delivering high-quality projects on schedule and within budget, even under tight deadlines, thanks to a pragmatic approach and meticulous attention to detail

## Experience

### Oscar & Rose Ltd

UX/UI Design Consultant

JUN 22 - NOW

**Role:** User experience-driven web designer with expertise in enhancing the user experience and optimizing websites across diverse industries.

**Experience:** Proven track record of crafting user-centered solutions for a wide range of projects, from eCommerce sites for garden centers and clothing brands to corporate websites.

• **Skillset:** Proficient in utilising Figma to seamlessly wireframe, design, and prototype websites, ensuring a consistent user experience across all devices.

• **Portfolio:** Demonstrates a versatile skillset, encompassing projects for eCommerce, fashion brands, and even a neon signage company, showcasing adaptability and expertise in various industries.

### Maximise IT

UX/UI Design Consultant

OCT 23 - DEC 24

**Role:** User experience-driven web designer with expertise in enhancing the user experience and optimizing websites across diverse industries.

**Experience:** Proven track record of crafting user-centered solutions for a wide range of projects, from eCommerce sites for garden centers and clothing brands to corporate websites.

## Responsibilities:

- Develop a comprehensive brand identity for the ESG platform, including visual elements, messaging, and marketing collateral.
- Create detailed wireframes and prototypes for Flood Risk and Carbon Capture applications, ensuring a user-friendly and intuitive experience.
- Design and build a fully functional website using WordPress Oxygen Builder, showcasing the platform's capabilities and value proposition.
- Craft compelling presentations to effectively communicate the platform's value to stakeholders and potential customers.

**"Steve has contributed beyond great designs helping us to improve data visualisations and user features. He's created marketing and website material to support our sales activities. Thank you for your help and endless patience."**

Andy Franks - Managing Director | Maximise IT Solutions

## Vodafone

UX Designer

JUL 22 - SEP 23

**Role:** Collaborative UX/UI designer with a proven track record of enhancing user experience across multiple epics and journeys within an established app.

**Experience:** Extensive experience working in agile environments, seamlessly navigating the sprint/iteration cycles while maintaining close collaboration with cross-functional teams.

**“It was such a pleasure working with Steve. He has exceptional experience in user interface design, design thinking and user research. Proactive, dynamic and passionate, he is a brilliant UX designer. Steve is resilient and capable of adapting to new work environments. He has a very positive approach to work which he uses to bolster and motivate the team around him. He maintains a very good relation with co-workers and clients. I really enjoyed working with Steve on the One App project.”**

Perushka Bhowanath - Product Owner | Vodafone

### Responsibilities:

- Collaborate with fellow UX/UI designers to craft user-centered solutions that optimize the app's user experience.
- Engage in active communication with Product Owners, Project Managers, Business Analysts, and the User Research team, ensuring alignment and seamless project execution.
- Critically analyze moderated user testing feedback, identifying areas for improvement and refining designs accordingly.
- Conduct thorough landscape analysis for various tickets, followed by in-depth exploration and wireframing of multiple solution options.
- Finalize UI designs, ensuring they align with the app's brand and user expectations, and document them thoroughly for the development team.
- Leverage SAFe training expertise to effectively implement agile practices at an enterprise scale, fostering a collaborative and efficient development environment.

## Think Methodology

UX/UI Designer

MAR 20 - AUG 21

**Role:** Digital designer overseeing digital projects, enhancing user experience, analysing data & driving sales growth for clients.

I also redesigned Think Methodology's CRM system for a more intuitive user experience.

**Experience:** Expertise in managing and executing projects for key clients such as Linde and Kleen Waste, while also contributing to UX and digital design initiatives.

In addition, Think Methodology's CRM system underwent a comprehensive redesign. This involved integrating new features seamlessly with the existing software, and crafting user flows and journeys that optimised the user experience for these functionalities.

### Responsibilities:

- Proactively led project management efforts, ensuring collaboration and communication across various departments and team members.
- Collaborated closely with clients to improve their digital presence and overall user journey, enhancing their online experience.
- Conducted thorough consultations with clients, identifying their digital marketing needs and recommending strategies to generate more leads.
- Collected and analyzed data, generating monthly reports and presenting insightful findings to key stakeholders.
- Conceptualized and designed targeted marketing campaigns and landing pages to generate leads and gather valuable data.
- Leveraged this data to refine UX design, ensuring seamless user interactions and a positive user experience.

NB: To unlock projects please use 'uxguypassword'

**Role:** Seasoned digital marketing agency designer owner with extensive experience in designing, leading, managing, and mentoring a multidisciplinary team of designers, developers, and digital marketers.

**Experience:** Established and led a successful brand & digital marketing agency, exceeding client expectations and securing recurring business from over 300 satisfied customers. Delivered a comprehensive suite of marketing services, fostering client loyalty through exceptional service and measurable results.

**Results:** Led the rebranding of a construction company, incorporating a brand-new website that generated a 30% increase in qualified leads and played a pivotal role in securing a substantial £2.35 million contract.

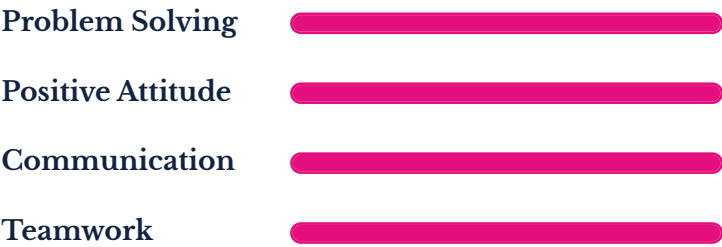
Responsibilities:

- Conducted thorough market research, analyzing data, and identifying target customers and key competitors to align with client company objectives.
- Designed high-quality wireframes and prototypes, ensuring the visual and functional aspects of websites align with client requirements.
- Presented design solutions to clients, engaging them in the process to ensure alignment and satisfaction with the final product.
- Oversaw all client accounts, managing their projects from inception to completion, ensuring timely delivery and adherence to specifications.
- Effectively managed an Agile team of designers, developers, and digital marketers, fostering a collaborative and productive work environment.

Technical Skills



Strengths



Education & Training

SAFe Training - UX/UI Design Consultant

Foundation UX Design - Coursera

BA (Hons) Three Dimensional Design - Leeds Metropolitan University