

SUMMARY

I am committed to solving people's problems and producing high-quality experiences. My key skills derive from the design thinking discipline and a user-centred design philosophy.

EDUCATION

MSc Human-Computer Interaction Design (UX) – Merit **October 2017 – January 2019**
City, University of London

Selected modules: Interaction design, Information architecture, Evaluating interactive systems, Understanding user interactions and Inclusive design.

BSc (Hons) Computer Science – 1st class **October 2014 – June 2017**
Middlesex University London

Elective UX modules: Human factors in design and Novel interaction technologies (i.e. Augmented Reality, IoT, Wearables and Haptics etc).

Quintin Kynaston Community Academy **September 2007 – August 2014**
3 A-levels (Biology, Business and Media) and 12 GCSEs.

SKILLS AND TOOLS

Empathising | Design Thinking | Divergence | Convergence | Critical Thinking | Collaboration | Agile | Design Workshops | Design Sprints | Scrum | Scrum Ceremonies (meetings) | Product Thinking | Designing for impact | HTML | CSS | JavaScript | Wix website builder | Adobe XD | Adobe Photoshop | Material Design | Bootstrap | Sitemaps | UI Design | Information architecture | UX Research | UI Principles | Usability testing | Ideation

PROJECTS

Vocational institution website design and build – designing for students and potential investors

CLIENT: Hayle Barise Technical Development Centre

TASKS: Design sprint including tasks such as future user journeys, lightning demos, sketching and prototyping (see my portfolio for all tasks).

URL: www.haylebarise.com

Indian restaurant website design and build – designing for a holistic experience

CLIENT: Aroma Spice

TASKS: The iceberg canvas, design principles, the golden path, ideation, presenting solutions, decider voting, building then releasing the website and implementing changes based on feedback.

URL: www.aromaspice.co.uk.

Tech start-up website design and implementation – designing for multiple stakeholders

CLIENT: Gradprentice

TASKS: Interviews, domain modelling, empathy map and sitemap. Wireframing and front-end development with HTML, CSS and Bootstrap 4.

URL: www.gradprentice.co.uk *This company has repurposed during COVID-19 therefore changed their MVP and site.*

RELEVANT EXPERIENCES

UX/UI Designer, Freelance

August 2019 – Present

I have worked with a range of clients since the summer of 2019. I've worked with start-ups and small businesses to help them fulfil compelling **experiences on desktop and mobile platforms** with a heavy focus on the users of the products.

Please view my portfolio on www.amiuxuics.com to see examples of my work.

UX/UI Designer, Gradprentice

August 2019 – March 2020

I collaborated with designers on multiple in-house and start-up UX projects. Through the projects I have worked with a range of product owners and colleagues to solidify my UX skills in a commercial setting.

My role included:

- Writing **UX proposals** for our clients to understand our processes and design language at Gradprentice.
- Nurturing **design thinking** in our projects and business to aid justified decisions.
- Conducting **user research** to capture **requirements** and create useful artefacts (e.g. personas).
- **Designing and building** efficient, effective and usable digital interfaces; constantly **iterating content** created with in-house evaluations and usability tests (feedback) with real users.
- Training our new UX designers about the **UX Design Process** and relevant UX tools we use.

Notable projects: Gradprentice's first fully-fledge website, 'Remember the Lovee' MVP creation (mobile app) and Autsera LTD User Research.

Key achievements: helping the company secure £2,500 funding through Middlesex University MDXcelerator. Launching the Gradprentice brand online with a new site and social media pages (LinkedIn and Instagram).

Summer placement, Middlesex University London

June – September 2015

I was chosen along with other engineering and computing students to create products that reinforced our programme's learning.

In this role I:

- Created many products for demonstrations to prospectus students during open days and in opening Computer Science lectures, this involved **design thinking, ideation and iteration** with my colleagues.
- Developed my creativity skills by using tools such as **sketching** to support ideation.
- Used **Adobe Illustrator** to produce drawings for acrylic laser cutting.

LIKES

Chelsea FC | Gym | Marvel Cinematic Universe | The Mandalorian | Peaky Blinders | Money Heist | Breaking Bad | PlayStation | All Saints | Samsung | MacBook Pro | Nike | IKEA | BBC Sport and GOV pages | UI Challenges | Community | Red Dead Redemption | Grand Theft Auto | Antonio Conte | Frank Lampard | Donald Norman | The Design of Everyday things | SPRINT |