

UX / UI



CV



## about

The scope and richness of digital, has exploded and matured in recent years. Its depth and position within society as a whole, is complex and interlinking. Purposefully I've set to concentrate efforts within user interface design, and user experience thinking, planning and execution.

The importance of elegant interfaces for a broadening array of devices, be it laptop computers, tablets, or mobiles cannot be denied. People are now absorbing online information via a multitude of screen sizes. For products to succeed, responsive design needs to be integrated and considered at all levels.

I personally bring well over 10 years of experience planning and executing, exciting digital online environments and interface technologies. The organisation and flow of informational content is key to planning a new project, I persistently strive to maximise clarity and impact. Empowering and guiding users to easily and comfortably access digital content.

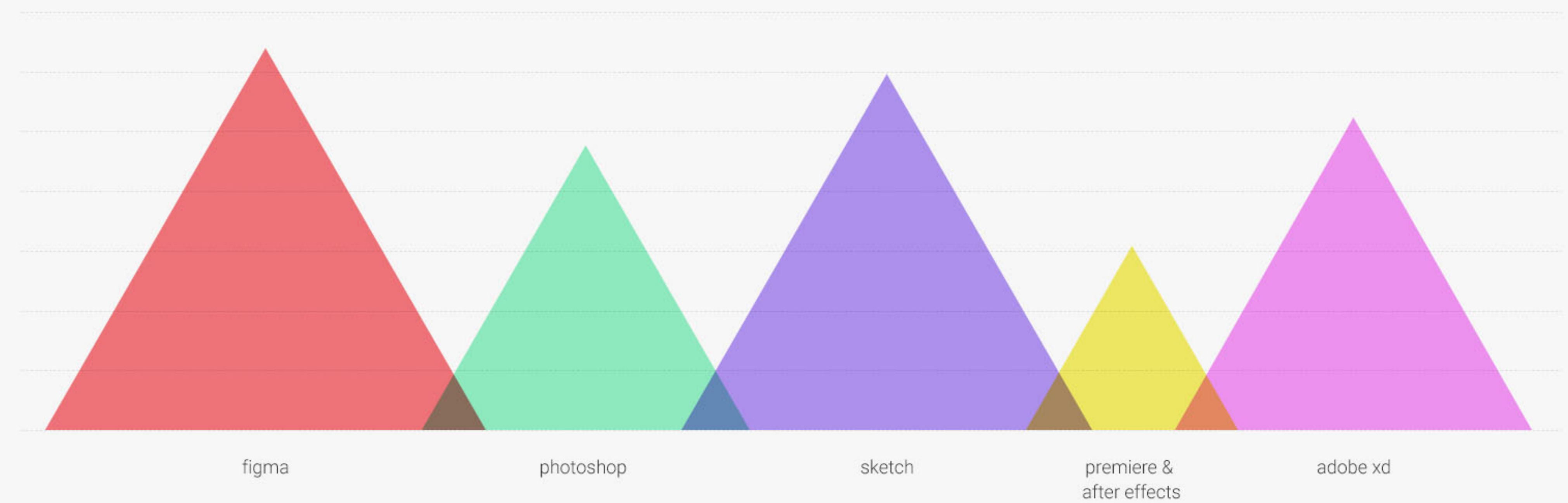
As a designer of digital products, I have an understanding and certain proficiency in front-end development. This surface level of understanding provides me with insight, and grants me realistic expectations in how digital technologies can perform in-situ. I further maintain a continuing understanding of video production, utilising software such as After Effects and Premiere. This has been very useful in successfully visualising, and developing animated prototypes.

BA Hons Interior Architecture

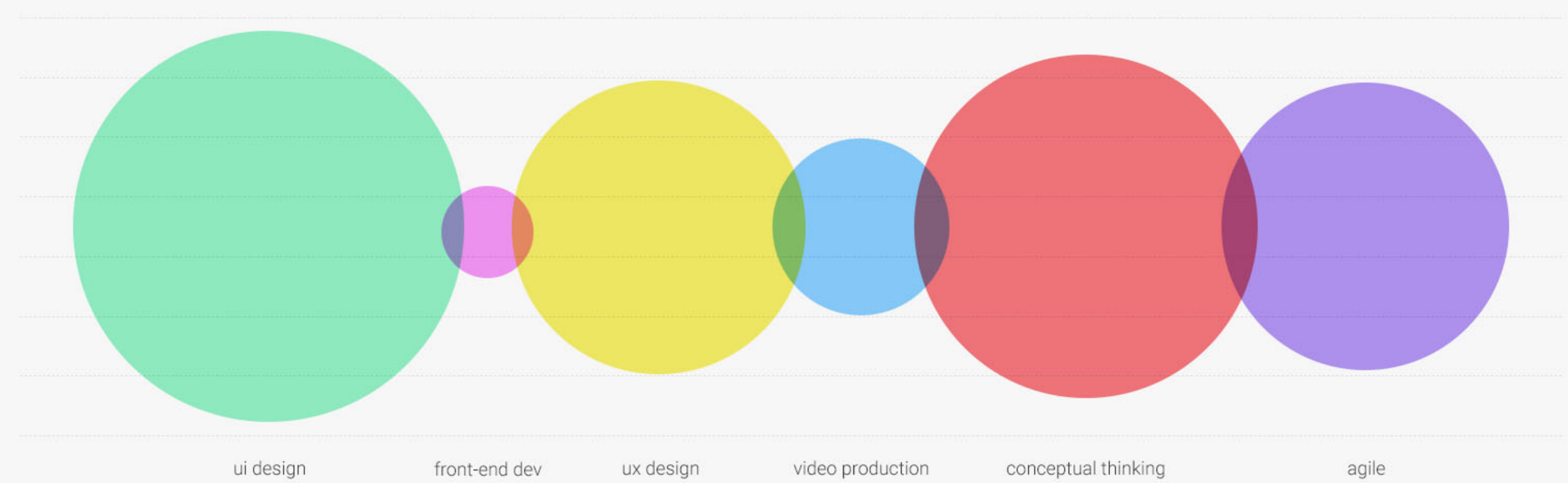
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References available on request

## software knowledge



## skillset







POSSIBLE TBWA\

Mr. PRESIDENT TMS

★ EURO RSCG WORLDWIDE

TARGET WUNDERMAN THOMPSON

annumby FJORD™

★ EHS 4D GROUP

SPARK44

accenture POKE

KUJU GREY

SAATCHI & SAATCHI

THE BODY SHOP Apple UEFA

Unilever SAMSUNG itv

HSBC YAHOO!

Disney audible an amazon company

BACARDI McVitie's

JAGUAR Clarks

FREMANTLEMEDIA

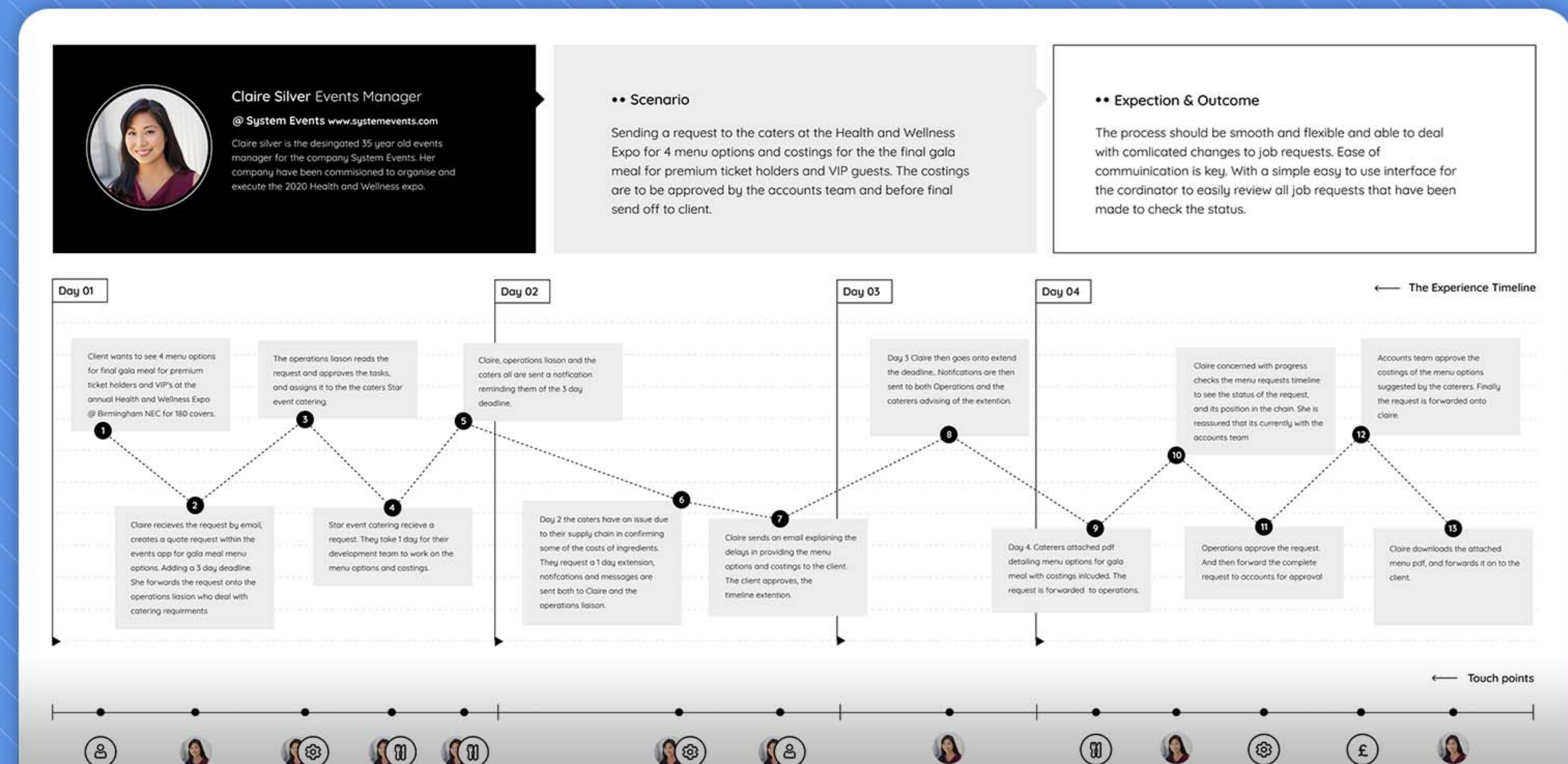
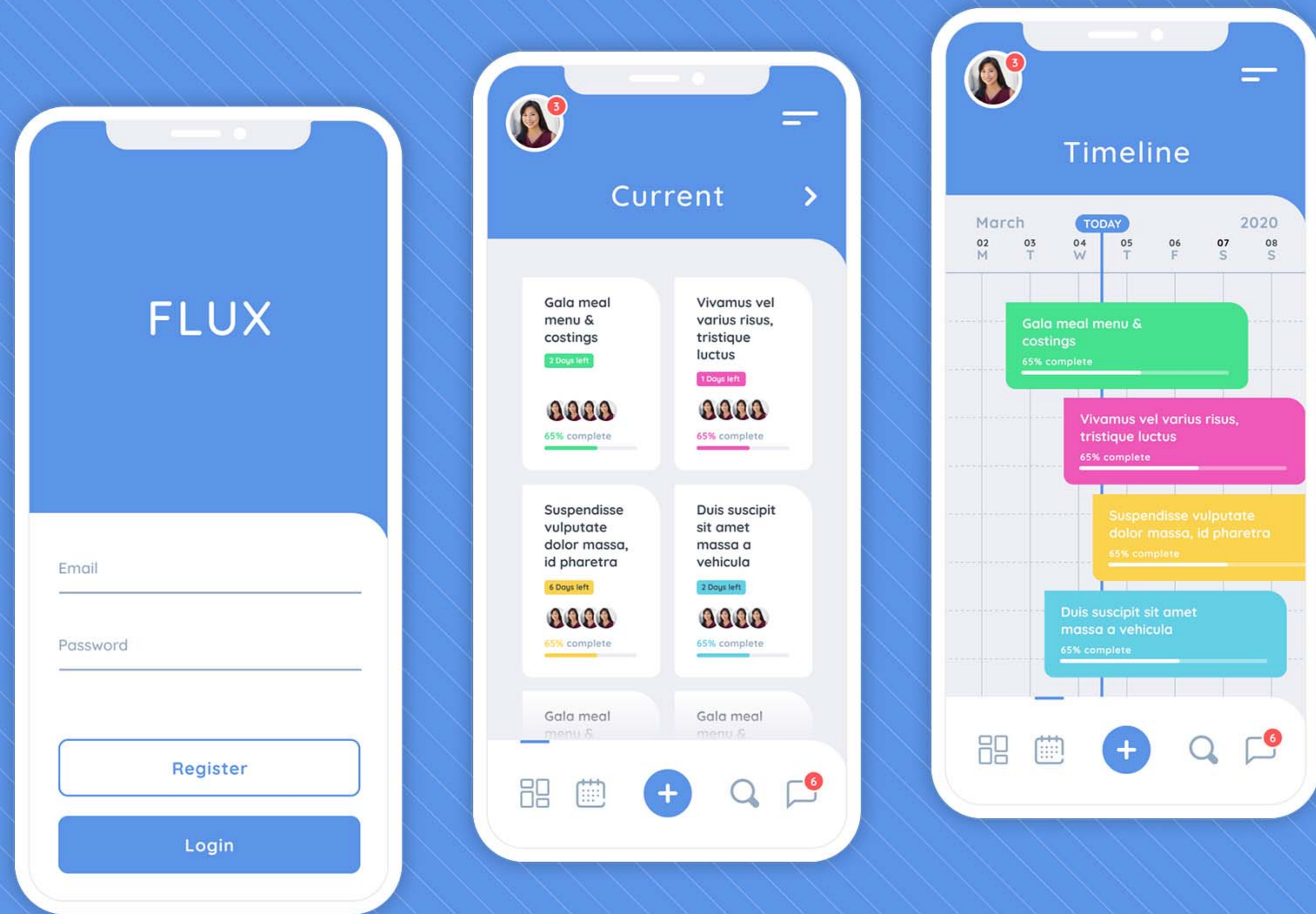
graze Premier Inn

PEUGEOT pwc vodafone

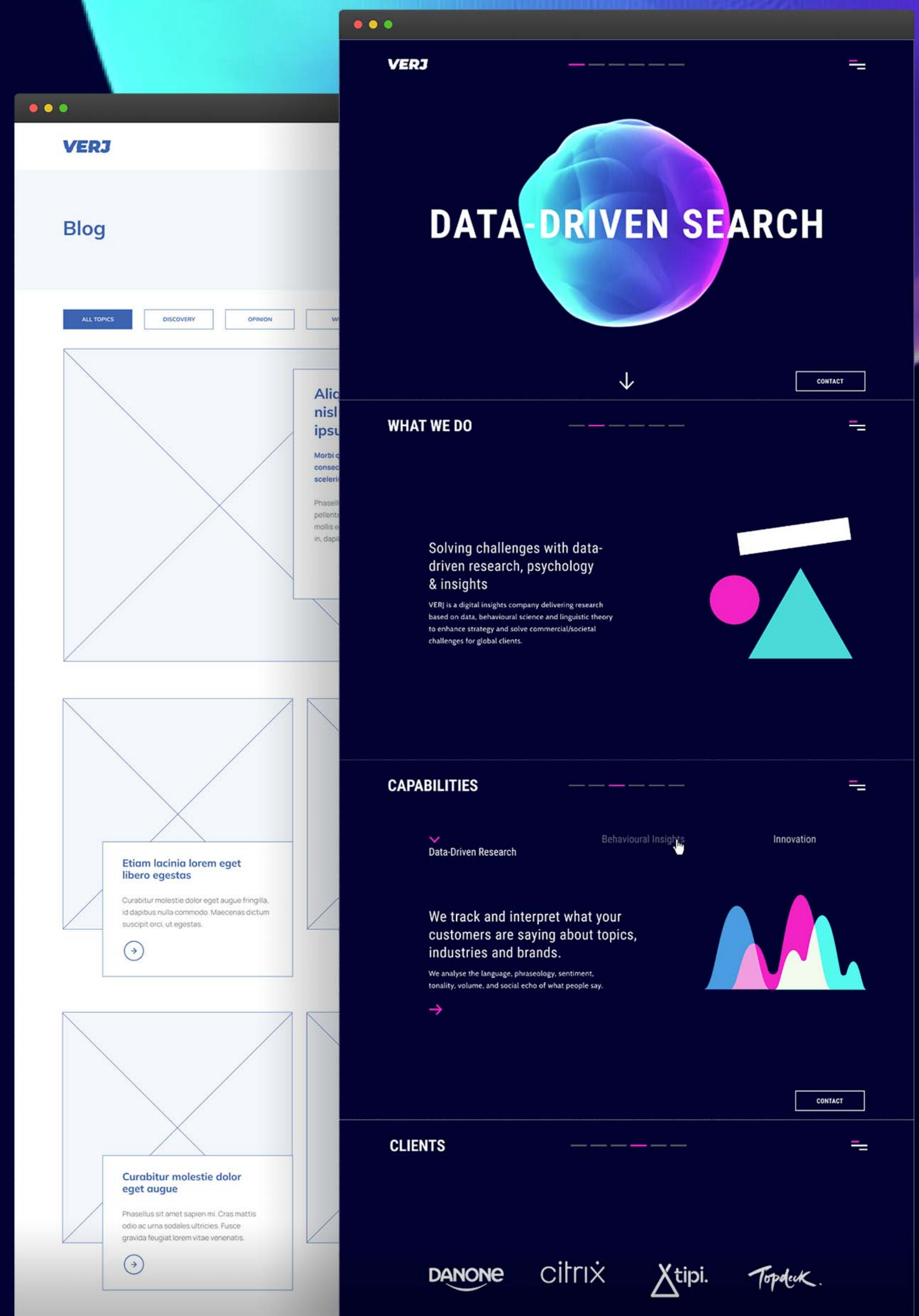




# FLUX

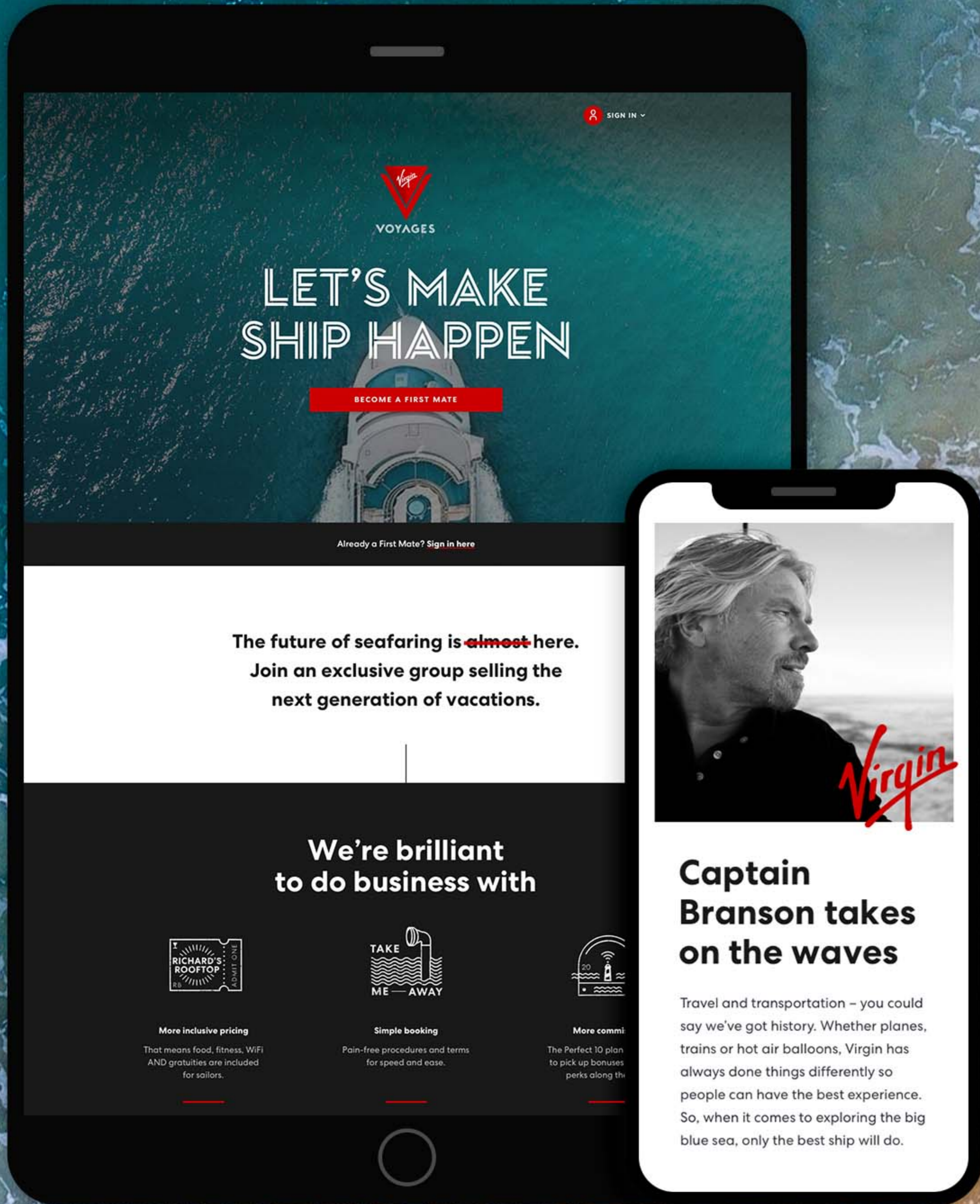


# VERJ



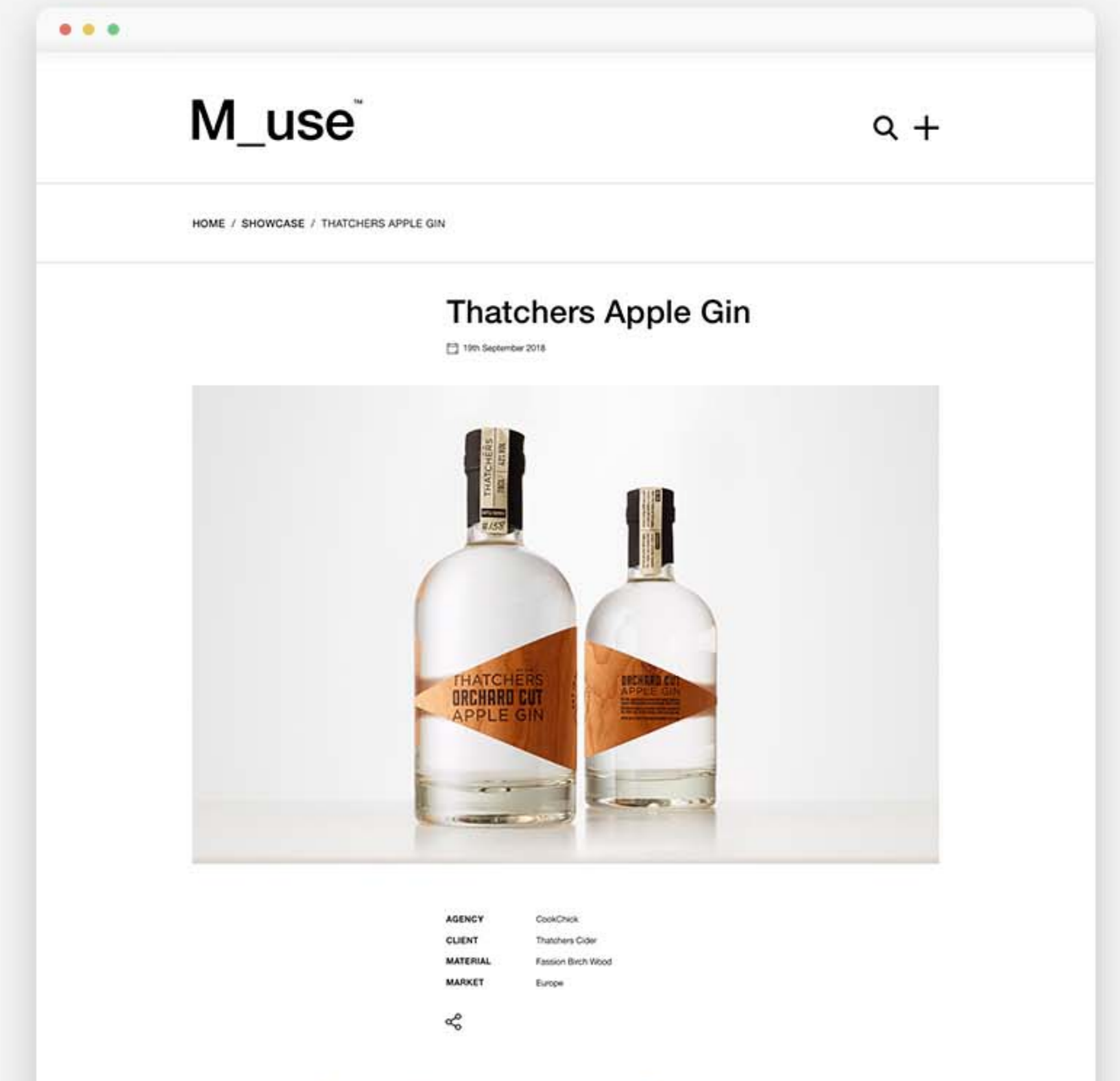


UI

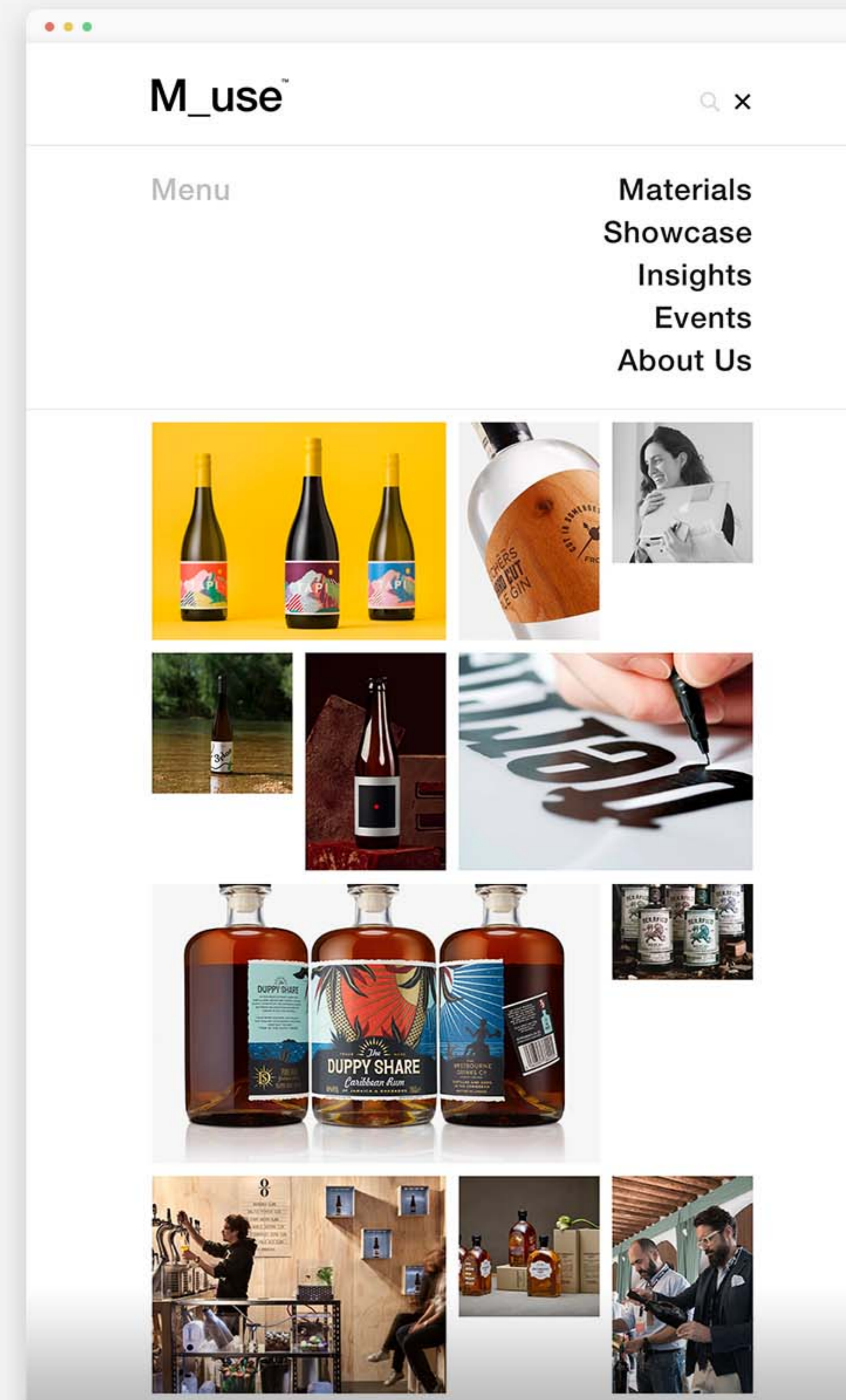


UX / UI

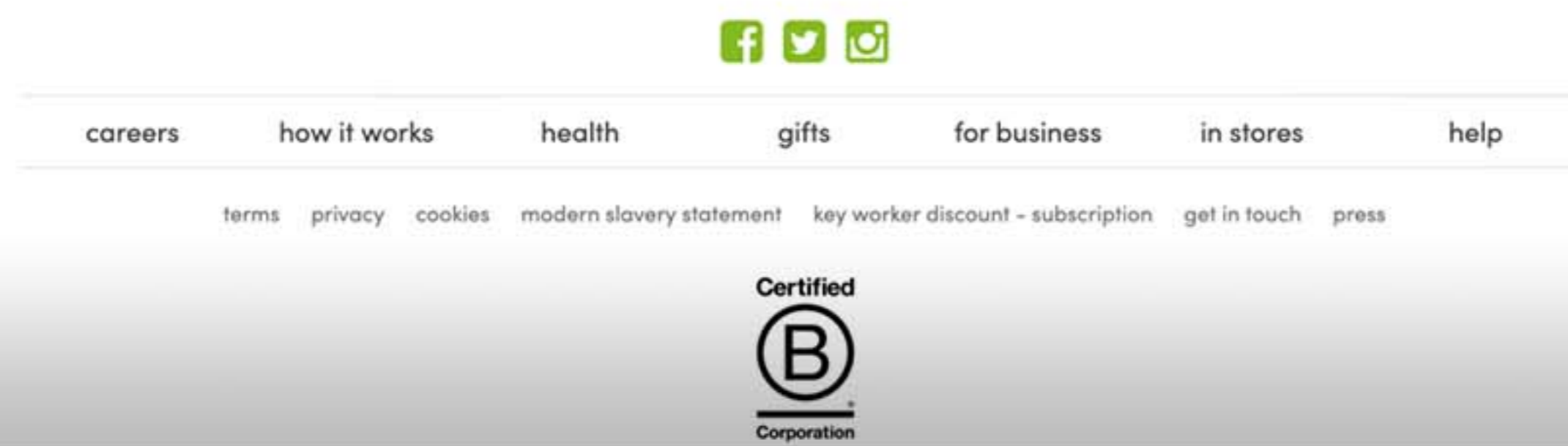
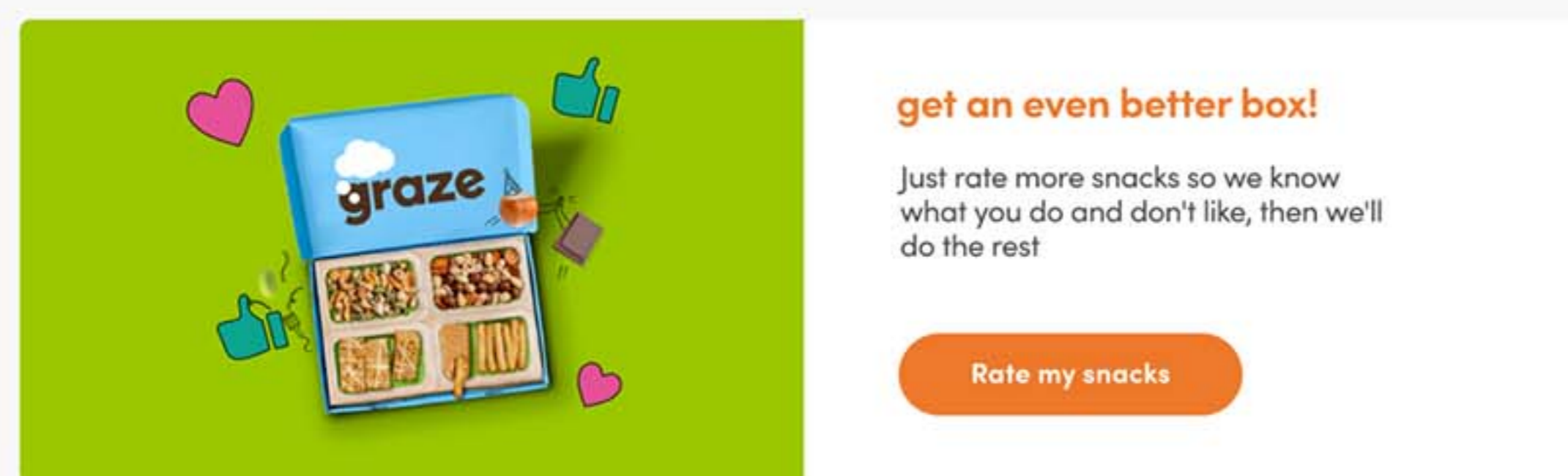
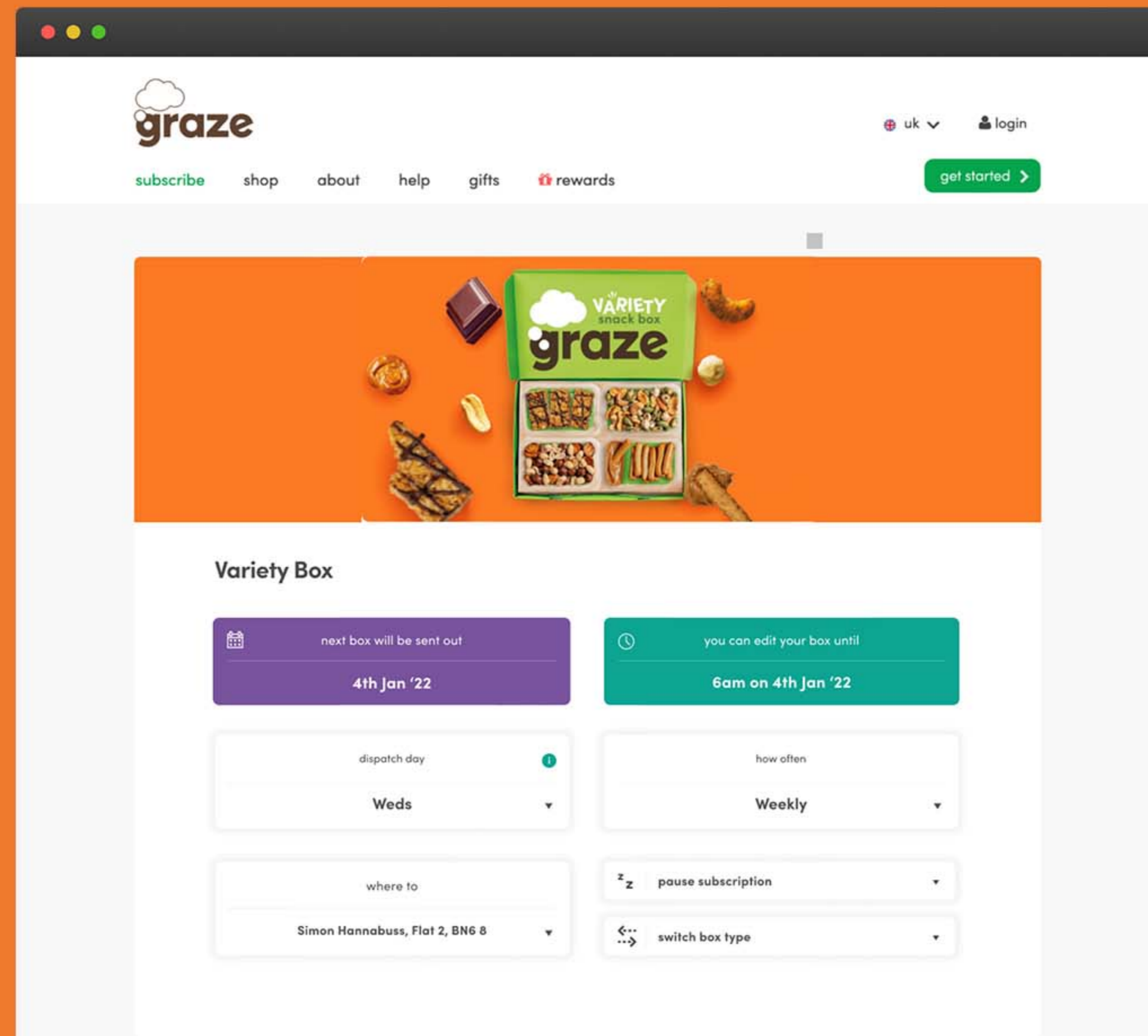
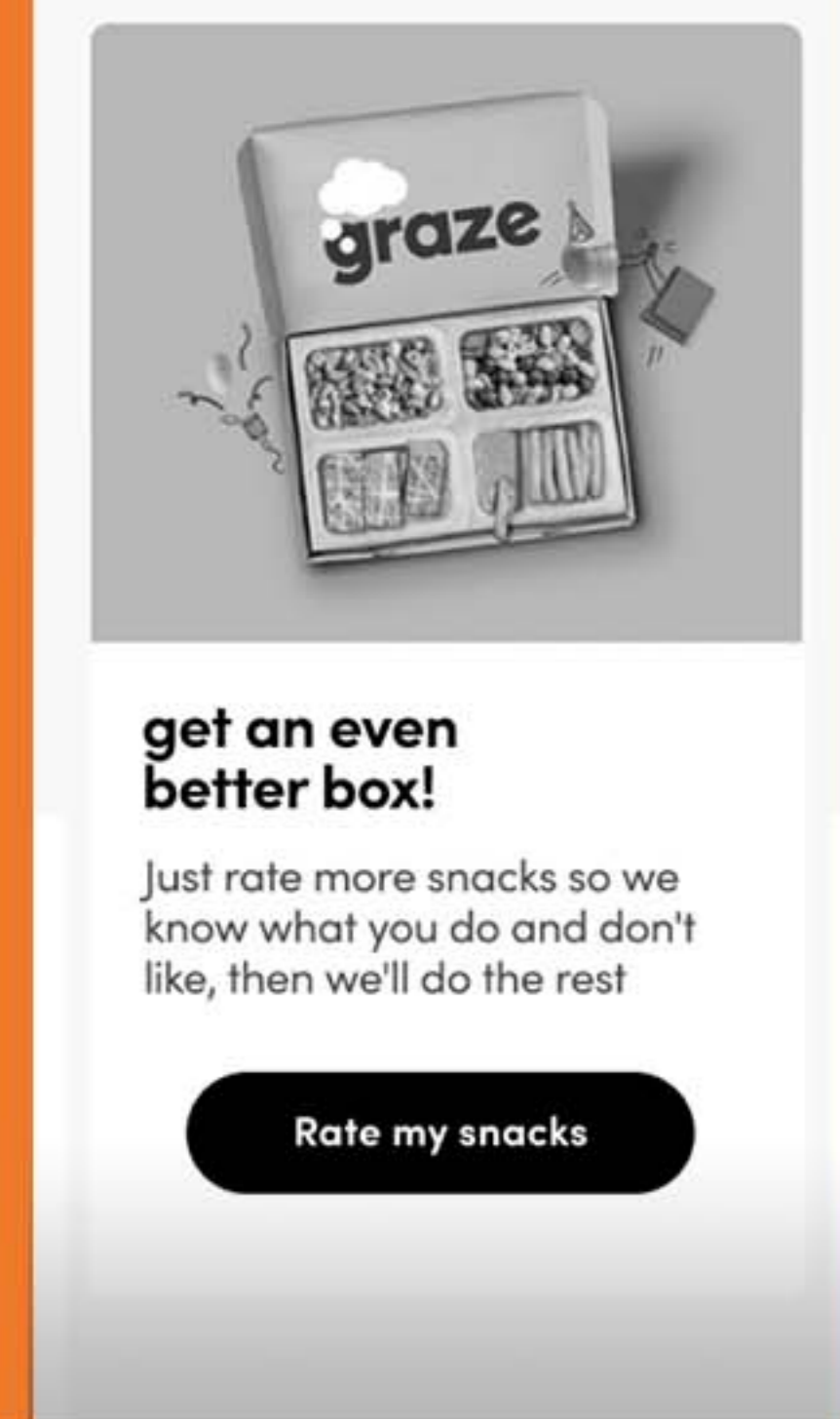
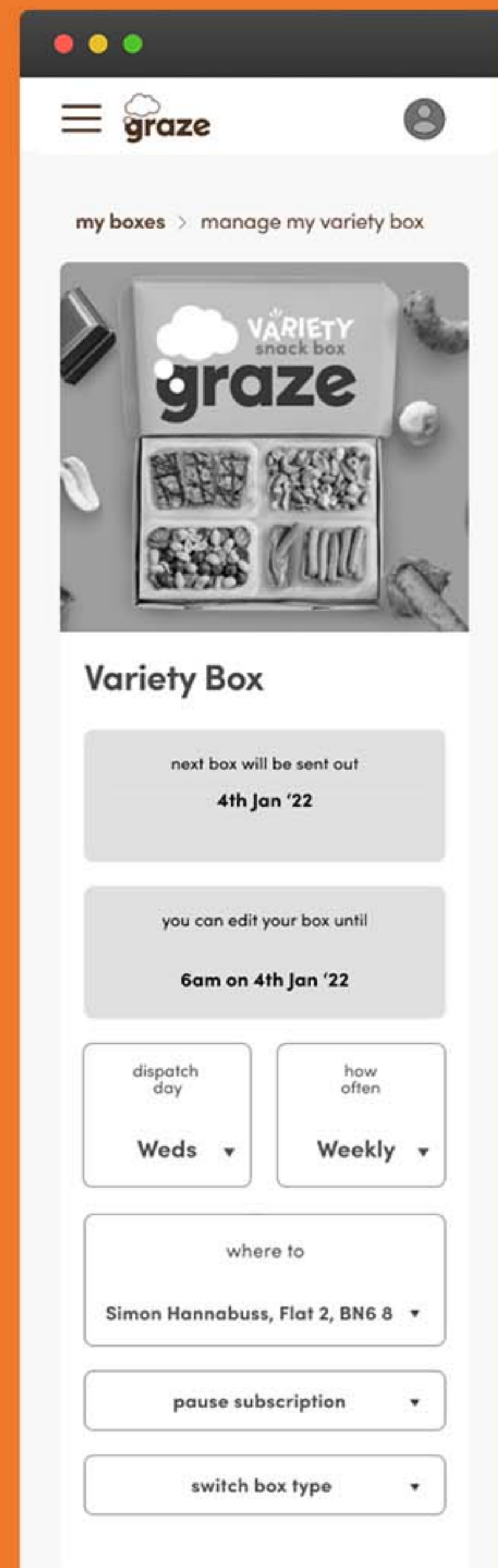
M\_use™



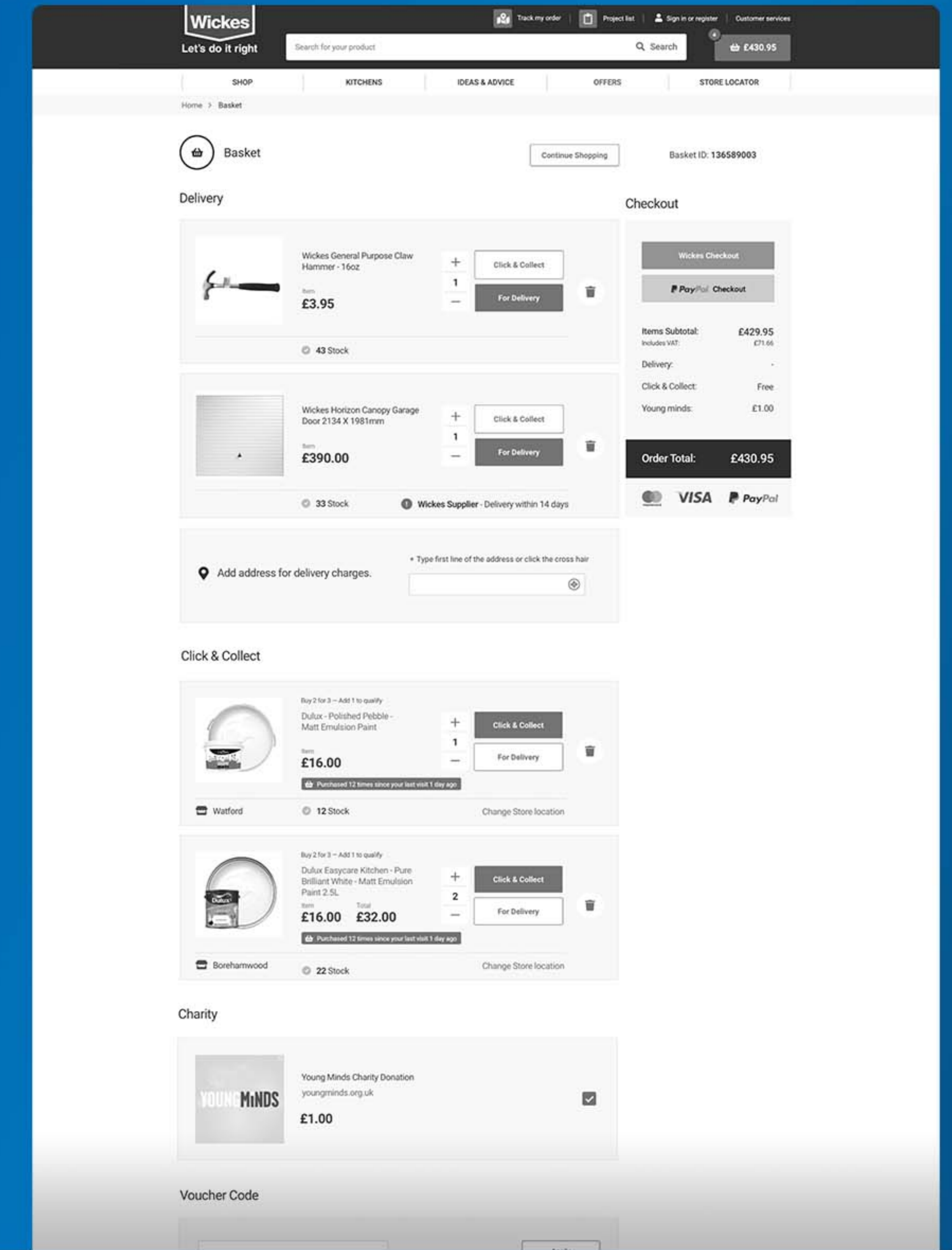
This week marks a unique and very special development at Thatchers Cider. Alongside their range of Summer Ciders, Thatchers' love of apples has led them to craft their first Cider. Crafted with apples from their own orchards, Thatchers Orchard Cut Apple Cider is a celebration of their orchards. Using an innovative approach made of real wood, the label appears as a one from the forest but then fully reveals the bottle as it is. The first batch of the limited edition Apple Cider, distilled with Kary apples, are individually numbered.



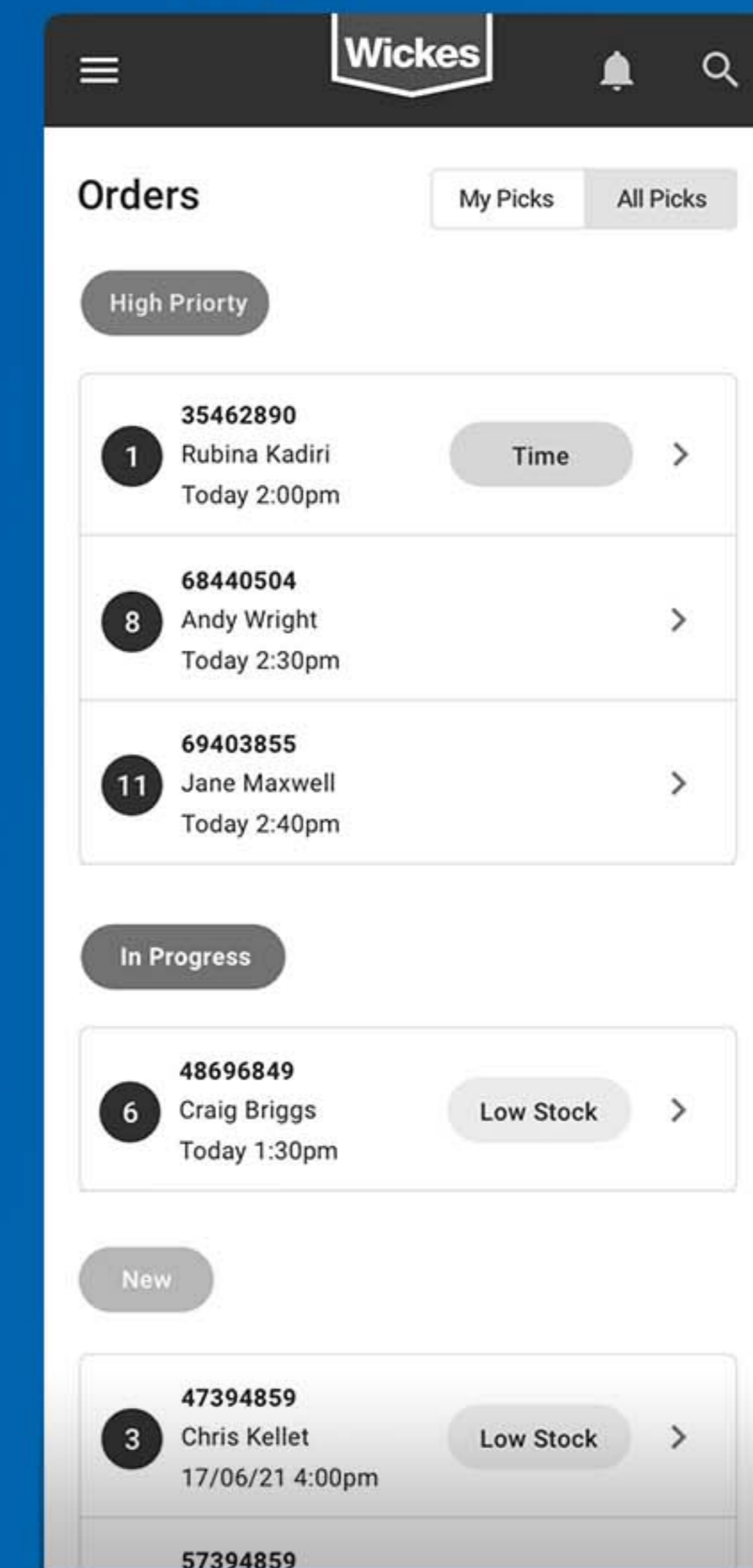




checkout flow ux



internal picking app ux



Wickes Customer Journey

Matt the builder is finalising a kitchen refit for a new customer. A neighbour in the same street after hearing good feedback requests a quote for a built-in wardrobe.



**Matthew Chandler**  
Aged 34 years, Matt has been a builder for 18 years, and started his own small company 5 years ago.



**Petra Mendez**  
Petra is 34 years old and runs a small digital marketing company for local businesses.

