



Profile

User Experience Designer

Post-graduate MSc in Digital Design and Media with excellent analytical and computing skills. Posses an in depth knowledge of multimedia production and computing, with a keen eye for new digital technologies. Experience to date in UX, web design, development, technical consultancy, business analysis, project management, photography and video, teaching and social work. Always keen to learn more.

Work Experience

Lead UX Designer, Instinctif Partners - 2014-2016



Following a lateral move was retrained as a UX designer for The College (later re-branded Instinctif). Updated all design methodology for Instinctif introduced rapid prototyping and design tools such as InVision and Sketch. Gained experience with Axure wireframe prototyping. Delivered research two consumer banking websites for central Asian banks. Increased partnerships with technical agencies, Concentre and Version 1 to expand design services to include Intranet and SaaS design for business processes. Developed reusable Investor Relations tools for corporate website clients. Increased client spend on our design services up to 40%. Delivered the new website for the agency before leaving and crafted content policy and development future agreements.

Creative Producer, The College - 2012-2014



Brought in to increase the standards of technical and creative teams at The College including responsive design principles. Introduced and reinforced good project management practice, adopted better software for integrated management testing and reporting and achieved buy-in amongst fellow team members to use collaborative, cloud based tools. Successfully helped to conceive and deliver over 10 digital campaigns and corporate websites over 12 months, one of which was nominated for a SABRE Gold award for best African campaign. Worked extensively with College Hill Corporate PR teams to develop online strategy for companies in the Finance, Healthcare, Technology and Natural Resources sectors as well as other AIM and FTSE250 companies.

Business Experience

Founding Partner, Second Variety - 2009-2012



As a founding partner of this company had experience in Marketing, Sales, Project Management, Agile software development, Front End Development, UI/UX Design, Wireframes, Business Analysis, Digital Video and Photography production and using Content Management Systems. Developed an expert knowledge of other industries, having implemented online business solutions particularly for e-commerce using Magento and Wordpress. Worked as part of a team to provide web development services, tech consulting and SaaS services to companies within the UK and internationally.



Consultancy

Web Strategist/Project Manager, Intelligence Squared – 2008-2009

Specifically tasked with finding a way to rejuvenate the look and feel of the old website to build a community around debating website with video streaming of live events. This led to employment as a project manager charged with implementing project build.

Project Manager and Information Architect, Notting Hill Editions – 2009-2010

Analysis of the online publishing market; looking at innovative methods of marketing and distribution with a view to complementing the traditional 'real world' publishing models. Project management of the e-commerce build overseeing UX and UI decision making.

Education

General Assembly, UK – UX Design, 2013

Undertook formal UX training over twelve weeks sponsored by Instinctif Partners in London

Edinburgh University, UK – MSc Digital Design and Media, 2006-07

Research Topic: "Immersive Archaeology - Digital Reconstruction and Visualisation"

Edinburgh University, UK – Master of Arts in Classical Studies 2:1, 2001-06

Dissertation: "A comparison of three digital reconstructions of the ancient city of Persepolis"

Apps

Axure

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Sketch

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Photoshop

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Illustrator

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InDesign

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InVision

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Final Cut Pro X

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Lightroom

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Remine

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Basecamp

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CMS and Server Technologies

Wordpress

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Umbraco

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Drupal

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Sharepoint

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LAMP Administration

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LEMP Administration

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Linux Terminal

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Languages & Frameworks

HTML

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CSS

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JS

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PHP

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Bootstrap

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Other Skills

Capoeira Instructor

As an instructor at Group Senzala London have taught classes in Brazilian Martial Arts assisted and expanded the group's London chapter.

Photographer

Photos featured in The Independent, The Guardian and The Times for the Palestinian Literary Festival (Official photographer 2009 and 2011) and the Jericho House production of The Tempest which debuted in Jerusalem, Bethlehem, Haifa and the Barbican in London.
<http://flickr.com/photos/apachesenzala>

References

Available upon request