Rachel Ward

UX/UI Designer

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Awards

Hermes Creative Awards, Gold Award Winner, 2019
UX Designer Credit

BIMA 100, 2018
UX & Design Category

Education

UXQB® Certified Professional for Usability and User Experience
UXQB
October 2018

BA(Hons) Graphic Design for Digital Media 2:1
Glasgow Caledonian University
September 2010 – June 2012

HND Multimedia Visualisation with Product Design
Glasgow Caledonian University
September 2008 – June 2010

Certificates

Dynamic User Experience: Design & Usability
In Progress, Interaction Design Foundation

Emotional Design: How to Make Products People Will Love
In Progress, Interaction Design Foundation

User Research - Methods and Best Practices (Distinction, Top 10%)
2017, Interaction Design Foundation

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About Me

I am a goal-driven individual who loves to improve experiences by designing creative, usable interfaces that customers love and remember.

Having worked remotely for over three years, I'm confident in describing myself as self-motivated but more recently I have enjoyed leading projects in a cross-disciplinary team.

Using design thinking, I am passionate about experimenting, trying different tools and methods to come to a better solution and I always go the extra mile to deliver projects to a high standard.

Work Experience

Senior Designer (Lead)
After Digital, Glasgow
September 2017 to Present

Working with collaborative teams of designers, developers and project managers, I lead the design team in producing engaging, user-centered designs with the aim of making an impact for our clients and their users. My role includes providing leadership to all creative staff, mentoring and helping them achieve bi-monthly goals to drive forward their passion towards design and user experience.

Within my role, I ensure quality is provided throughout the project life-cycle. I guide the teams from concept generation through to delivery of the final solution. During this process I carry out user research and requirements gathering sessions and workshops with stakeholders and produce deliverables that can be communicated with the project teams. Using the findings I then produce design concepts, from the required wireframes all the way through to realisation by generating concepts in the form of high quality interfaces, interaction designs and prototypes.

As a lead designer I scope new work, projecting the costs and efforts required by the design team to provide an impactful solution to our clients, and I also work with business development to pitch for new business.

Other key responsibilities include:

| Defining the project requirements, creating project plans and UX requirements
| Carrying out user research to find out what users need, in the form of qualitative and quantitative exercises and analysis
| Creating UX deliverables from knowledge gained including task flows, journey maps, personas, sketches, wireframes and prototypes
| Leading and facilitating workshops with stakeholders to gather business requirements and advocate user-centred design
| Presentation to external clients to communicate findings and design work, ensuring the user's perspective is considered

**Web Design For Usability
(Distinction, Top 10%)**
2017, Interaction Design
Foundation

**The Practical Guide to Usability
(Distinction, Top 10%)**
2017, Interaction Design
Foundation

Conducting Usability Testing
2017, Interaction Design
Foundation

**Build Responsive Real World
Websites with HTML5 and CSS3**
2017, Udemy

Technical Skills

At the moment, favourite tools in
my work-flow include:
| Sketch
| InVision
| Miro
| Adobe XD
| Abstract

Additionally, I have a working
knowledge of HTML, CSS and JS.

| Design of high-quality interface designs across multiple devices
  using a responsive, mobile-first approach
| Creation of style guides and specification documents for front-end
  build handover
| Quality assurance of project builds, providing feedback and guidance
  to developers
| Carrying out user testing on existing project builds to ensure an
  iterative approach is taken, driving innovation and improvement to
  existing client work.

Digital Designer
F Sharp, London and Remote
May 2013 to September 2017

Working with a global team of designers, account managers, project
managers and front-end and back-end developers, I was creative lead
on dozens of digital media campaigns for blue-chip clients including
brands such as: Coca-Cola, Disney, Nike, Bose, Gatorade, Microsoft &
Warner Bros.

Within my role I mentored design interns, providing them with direction
and helping develop their design skills through demonstrations, art
direction and goal setting.

Other key responsibilities included:
| Concept generation at pre-sale stage with cross-disciplinary teams
| Creating task flows and user journey maps
| Creative and UX copywriting
| Generating wireframes with technical annotations
| Designing interfaces that adhered to brand guidelines whilst pushing
  the boundaries creatively
| Sourcing, manipulating/re-touching and designing assets for blue-
  chip brands
| Sourcing interaction designs, providing assets and writing handovers
  for front-end implementation
| Design of internal documents and maintaining the company brand:
  one-sheets, decks and promotional materials.

Junior Designer
University of Glasgow Sport and Recreation Department, Glasgow
June 2011 – December 2012