
Summary

UX/UI designer with 3+ years of relevant experience with a 7+ year background in web design and marketing automation. Working in close collaboration with developers, product managers and business stakeholders. Looking for my next role within a web/app or product design space to utilise my design/UI/UX skills.

Experience 3+ years

LA Marketing

UI / UX Designer

3 yr 8 months

Jun 2021 – Present

Remote

LA Marketing is a small digital marketing agency specialising in web design and marketing funnels, delivering custom experiences for client's sales process.

Product contributions

- Facilitated end-to-end project management by coordinating with multiple stakeholders, ensuring transparent communication at every stage and incorporating their feedback, resulting in an increase in project efficiency and on-time delivery
- Designed user-focused sales pages, webinar registration pages, lead magnets, websites & branding
- Reviewed, analysed & reported on funnel stats to stakeholders, detailing important KPI's
- Created interactive prototypes in Figma to test user flow
- Conducted detailed design reviews focusing on accessibility and user experience

Team and community contributions

- Facilitating team workshops and design sprints.
- Planned and monitored agreed deadlines
- Created and delegated tasks to relevant team members
- Driving updates of team rituals.
- Included within company's annual and quarterly objective meetings, contributing strategic input
- Documented quarterly objectives and relaying relevant information to the rest of the team, ensuring we are all aligned with company goals

Role evolution to UI/UX Designer

LA Marketing

Marketing Automation
Specialist & Funnel
Designer

2 yr 8 months

Nov 2018 – Jun 2021

Remote / Hybrid

Product contributions

- Collaborating regularly with senior management and clients.
- Strategised, mapped and built out marketing automation and sales pipelines within CRM systems
- Crafted friction-less automated processes for pre & post-sales events
- User research to create ideal avatars, product research and assess need for demand
- Designed and optimised branding and website elements
- Planned and implemented course and membership areas, integrated software and implemented email & SMS automation

Team and community contributions

- Facilitating team workshops and design sprints.
- Coordination of design team initiatives (Figma integration, design system).

Role evolution to Marketing Automation Specialist & Funnel Designer

LA Marketing

Web Designer

2 yrs 9 months

Mar 2016 — Nov 2018

Remote / Hybrid

- Created brand experiences through tailored mobile responsive website designs
- Built out agreed designs as WordPress websites
- Liaised with clients to understand full scope of design needs and that the design meets the strategy goals
- Analysing & reporting website traffic

Role evolution to Web Designer

LA Marketing

Social Media Content

Creator & Brand Designer

1 yr 9 months

Aug 2014 — Mar 2016

Hybrid

- Designed leaflets, posters and business cards, logos and brand boards
- Researched emerging topics of latest technology trends
- Wrote blog posts and social media content
- Graphic design for media assets

[2 more on LinkedIn](#) →

Skills

- Figma
- Sketch
- Clickup
- UX/UI design
- User research
- Prototyping / Wireframing
- Stakeholder management
- Project management
- Design strategy

Education & Professional Development

- [Google UX Certification](#), Jun '23 - Nov '23
- [FG Society Marketing Certification](#), Nov '20 - Present
- [Keap Automation Certified Partner](#), Nov '15 - Present
- [Social Media Marketing \(Higher National Diploma\)](#), Bournemouth College, 2015