| **Mike Smith****Product Designer** | [Portfolio website](https://www.productdesignermike.co.uk) | [LinkedIn profile](http://www.linkedin.com/in/productdesignermike) | Email | 07739 363602 |
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| **Summary** A proactive, analytical and self-motivated Product Designer with extensive experience of delivering outstanding UX and UI for the end-to-end product journey. Passionate about delivering accessible & user-centred designs and delivering solutions that exceed both user and business needs.**Experience** **Product Designer**, [Alcumus](http://www.alcumus.com)Jan 2022 – CurrentCollaborate with multi-functional global teams to design intuitive and visually appealing SaaS web applications. Responsible for designs including new registration (increased sign ups by 12%), a new questionnaire builder and online marketplace.* Responsible for design of Alcumus’s products across three squads
* Communicate designs to development squads
* Problem solving and ideation, presenting design solutions for stakeholder approval
* Create personas, user journeys, wireframes & prototypes
* Drive user research including online interviews, focus groups & usability testing. Share insights and promote enhancements based on research
* Gather & evaluate product requirements with product owners & development leads
* Create & help develop the in-house design system

**UX/UI Product Designer**, [Nimble Elearning](http://www.nimble-elearning.com)Jan 2020 – Dec 2021The creative lead for Nimble’s intuitive elearning platform, creating a user-friendly course authoring SaaS platform* Design enhancements to authoring platform
* Research, wireframe, prototype and user test new features
* Carry out user interviews and user testing, Create personas & user journeys
* Communicate research findings & designs to stakeholders & dev team
* Redesign of Nimble corporate website
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| **Skills** - Visual design- Responsive design- Design systems- Figma - Adobe CC- Sketch - Wireframing- Prototyping- User research- User interviews- Focus groups- A/B testing- Agile- CSS- HTML- Bootstrap**Strengths** **Multi platform design**Experienced in design of websites, apps, dashboards, elearning platforms & more**User centred design**Championing the user throughout the product design experience using real research**Collaboration**Working closely with multi-functional teams to ensure design solutions are understood**Problem Solving**Successfully tackling complex design problems to deliver innovative solutions |
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| **Experience (continued)****UX/UI Developer**, [Corvid Cyber Security](http://www.corvid.co.uk)May 2017 – Jan 2020As CORVID’s first design hire I was responsible for making good UX integral to their offering, Responsible for the user research & design of CORVID’s cyber security SaaS solutions.* Redesigned CORVID’s email security platform following extensive user research
* Design & development of CORVID’s corporate website using WordPress, Bootstrap & Hubspot
* Implementation of a new inbound marketing strategy, increasing site visits by 40%
* Managed the in-house marketing team

**Senior UI Developer**, [IntechnologyWifi](http://www.intechnologyplc.com)Nov 2015 – May 2017Lead designer of multiple sports, healthcare and travel apps* Design of iOS and Android apps for English Football League clubs
* Design of ‘My Possible Self’ mental health app and Bootstrap website
* Research, wireframe, prototypes in InVision
* Working with development squad to design app enhancements

**Senior UI Designer**, [IGD](http://www.igd.com)Feb 2003 – Nov 2015Progressed with promotions from Web Editor to Senior UI Designer to be the lead designer for IGD’s commercial, subscription and not-for-profit websites* Website design, assets, imagery and branding
* Design and sending of marketing emails
* Championing of user-centred design
* Responsible for SEO, AdWord campaigns and Google Analytics
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| **Education** **BA (Hons) Marketing Design**Solent University1995-1998**Interests** I’m an award-winning leader for a UK-based hiking group, leading hikes, weekends and longer trips away. I enjoy learning new skills, travelling, kayaking, working out, paddleboarding, history, music and keeping up with the latest design and UX trends. |
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