| **Mike Smith**  **Product Designer** | [Portfolio website](https://www.productdesignermike.co.uk) | [LinkedIn profile](http://www.linkedin.com/in/productdesignermike) | [Email](mailto:productdesignermike@gmail.com) | 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 – Current  Collaborate 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 2021  The 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 |  | | **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 2020  As 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 2017  Lead 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 2015  Progressed 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 |  | | **Education**  **BA (Hons) Marketing Design**  Solent University  1995-1998  **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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