

MIKE SMITH

Product Designer

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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

Jan 2022 - Current Cardiff (Remote)

Collaborate with multi-functional global teams to design intuitive, accessible 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

Jan 2020 - Dec 2021 Stonehouse, Gloucestershire

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 Nimble corporate website

UX/UI Developer

CORVID Cyber Security

May 2017 - Jan 2020 Cheltenham, Gloucestershire

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

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

SKILLS

Figma Adobe CC Sketch

Wireframing Prototyping

User research User interviews

Focus groups A/B testing

Usability testing Visual design

Accessibility & WCAG Agile

Design systems Condens

Ballpark Balsamiq HTML CSS

Bootstrap

EXPERIENCE (continued)

- 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
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Senior UI Developer

IntechnologyWifi

 Nov 2015 - May 2017  Harrogate, North Yorkshire

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
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Senior UI Designer

IGD

 Feb 2003 - Nov 2015  Watford, Hertfordshire

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) in Marketing Design Solent University

 Sep 1995 - May 1998

INTERESTS

Hiking Kayaking Gym

Paddleboarding Travel

Learning new skills History