



✖ Hello. I am a fast, creative and conscientious designer with a strong visual style, tasteful understanding of colour, type and composition. Graduating in 2004 with a degree in Print and Publishing Production (HND) from the University of the Arts, alongside a UX Diploma from the UX Design Institute, with fifteen years commercial experience and a solid background using Figma, Adobe, UserZoom, UserTesting and an ability to understand customer needs easily. I thrive collaborating within a team, independently or remotely from my studio. I follow the double diamond process of discover, define, develop and deliver with all projects. An ability to multitask efficiently and prioritise on projects effectively from conception through to completion and within deadline. Experienced in UX and UI design: user interviews, analysis, UX workshops, wireframes, user flows and high-fidelity prototyping. Comfortable working in-house and client facing. ●

CLIENTS & EXPERIENCE

SENIOR UX/UI DESIGNER

BBC — Broadcaster

May 2023-Present. Remote. Freelance

- Oversaw UX/UI on the BBC Player product merger project to bring together a disjointed user experience for Video on Demand (VOD) and Live programming. This involved running competitor benchmarking, hierarchical task analysis, user journey mapping, design and prototyping across responsive web, app (iOS and Android) and Web TV.
- Brought together a disparate group of stakeholders from three different businesses (Brightcove, PA Media and the BBC), to overcome a highly complex API workflow with a multitude of challenges within the aforementioned project.
- Created sketch wireframes, high-end prototypes and designs to communicate and validate design decisions.
- Currently running an accessibility audit of the product covering keyboard accessibility, screen reader access, colour and contrast review and an image workflow review. To improve the sites Google PageSpeed Insight and to ensure users are able to interact with the product without friction.

SENIOR UX/UI DESIGNER

Worldpay — Financial Services

Oct 2022-Apr 2023. Remote. Freelance

- Updated search on Developer Engine; As well as conduct senior stakeholder meetings and large business-wide presentations of the project.
- Solely responsible for arranging UX workshops, included preparing all research for team analysis; competitor benchmarking, video snippets, user interviews and analysis, affinity diagrams, review of personas, hypothesis, problem statement and plotting the impact effect matrix.
- Managed unmoderated user interviews on UserTesting; including development of interview scripts, screeners and analysis for development of the FIS Developer Engine platform.

SENIOR UX/UI DESIGNER

The Times — National Newspaper

Oct 2021-Oct 2022 Hybrid. Freelance

- Responsible for UX, visual design and the design system on the Money Mentor site and main Times site.
- Created the overarching design for a promotional newsletter campaign which exceeded expectation and drew in over 8,000 additional weekly email newsletter signups within a week.
- Oversaw user research and design for a conversion funnel through the product into an affiliate tool. Use of Decibel, UserZoom, supervised user interviews, competitor benchmarking, built wireframes and high-fidelity prototypes to validate the research through designs and further testing.

UX/UI DESIGNER

Paymentsense — Financial Services

May-Oct 2021. Remote. Freelance

- Responsible for the full design process including research, design, build and qualitative testing of the Dojo online form.
- Manage and design all PPC landing pages on both the Dojo and Paymentsense site, working in a weekly sprint cycle.
- Designed a welcome pack for new starters, includes packaging and leaflets about the company, its values and culture.
- Train various teams across the business on how to use Figma, set up one-on-one training sessions and group meetings.

UX/UI DESIGNER

Design by Structure — Digital Agency

Mar-Apr 2021. Remote. Freelance

- Design and built wireframes and prototypes for a luxury helicopter charter business and specialist financial management company. Presented ideas and concepts to both senior stakeholders and clients remotely.

UI DESIGNER

Spark 44 — Agency For Jaguar and Land Rover

Feb-Mar 2021. Remote. Freelance

- Worked on the Jaguar and Land Rover account as part of the wider DX team.

UI DESIGNER

Hotter Shoes — Fashion Retailer

Jul 2020-Feb 2021. Remote. Freelance

- Brought in on a consultancy basis — asked to give a full audit of all channels including web, app and email. Design and build homepage components, landing pages, store graphics, banners, email templates etc.
- Proposed a new modus operandi for the retailer to work with external agencies more efficiently including briefing, design feedback and a fully integrated work management system.
- Designed and executed all triggered emails, made proposals on how to integrate better design practises, achieved through the use of retina photography, Google fonts, refined copy, customer reviews and A/B tested subject & preheaders. All of these created higher conversion rates by driving additional traffic to the site, through a more nuanced user experience.



DIGITAL DESIGNER

Babylon Health — Health Service Provider

Nov 2019-May 2020. Hybrid. Freelance

- Part of a team, working with an external agency to promote a feature of the app within an interactive email. I took the lead on concept & creation, ensured accessibility standards were met and AMP technology successful. This email won an award.
- Supported the creative & marketing departments to create work across social, email and print.
- Sole responsibility for creating a cohesive suite of emails to sit alongside other brand touchpoints. Included research, design, testing, build and presenting to senior stakeholders.

UX/UI DESIGNER

Encore Tickets — London & New York Ticketing Agency

Sep-Oct 2019. Southwark, London

- Responsible for creating a bespoke white label site for The Times. The client wished to monetize their theatre reviews by offering customers a direct avenue to purchase tickets. This allowed customer easy access to theatre tickets without deviation from the newspaper's main site.

UX/UI DESIGNER

Oakley Moore Interior Design — Interior Designer

May-Aug 2019. Chelsea, London. Freelance

- UX research including user personas, competitor analysis, moodboards, UI redesign included prototypes, wireframes and a style guideline for dev. handoff alongside Zeplin uploads.

UI DESIGNER

Collective London — Agency

Jul 2019. Farringdon, London. Freelance

- Created wireframes & prototypes for Hyundai campaign 'Next Awaits' advertising their fleet of electric, hybrid & single cell vehicles. Working closely with front-end developer.

UX DESIGNER

TBWA/Worldwide — Agency

May-Jun 2019. Bankside, London. Freelance

- UX/UI redesign of a Pfizer Pharmaceutical ecommerce site aimed solely at independent pharmacists.

DIGITAL DESIGNER

Cheil UK — Agency

Jan-Mar 2019. Bankside, London. Freelance

- Design and UX design alongside the Creative Director and Lead Digital Designer predominately for Samsung.

DIGITAL DESIGNER

Ogilvy UK — Agency

Oct-Dec 2018. Blackfriars, London. Freelance

- Redesign of Boots Parenting Club email campaign working alongside two art directors and two junior designers.

DIGITAL DESIGNER

Brandwidth — Agency

Sep 2018-Jan 2019. London Bridge, London. Freelance

- Digital design across the agency's portfolio includes clients Toyota, Kia, Royal Caribbean International and Holiday Inn.

UX/UI DESIGNER

Pebbles Studio — Production Company

Aug-Sep 2018. Shoreditch, London. Freelance

- UX and UI design for fintech clients.

GRAPHIC DESIGNER

Beauty Seen — PR Agency

Aug 2018. Kensington, London. Freelance

- Graphic design across the agency's portfolio includes clients Topshop Beauty, Revlon.

UX/UI DESIGNER

Snaptrip — UK Holiday Rental Company

May-Jul 2018. Kensington, London. Freelance

- Steer a consistent design aesthetic across web pages, emails, brand & social assets in keeping with brand guidelines.

SENIOR DIGITAL DESIGNER

The White Company — Lifestyle Retailer

Jan-Apr 2018. Kensington, London. Freelance

- Produced multichannel front-end design from conception through the project life cycle, for both the UK and US sites respectively within strict time deadlines.
- Design of seasonal campaigns, lookbooks, feature articles, product landing pages, animated social media assets, in-store digital screens and affiliate banners.
- Translated brand position into quality designs and remained aware of the customer journey for all marketing, social and editorial strategies across touchpoints.

LEAD INTEGRATED DESIGNER

Style Group Brands — Fashion Retailer

Jan 2016-Dec 2017. Shoreditch, London. Freelance

DIGITAL DESIGNER

Abel & Cole — Organic Food Merchant

Jul-Dec 2015. Wimbledon, London. Freelance

To view additional work please view my [Linkedin profile](#).

EDUCATION

PROFESSIONAL DIPLOMA IN UX DESIGN (IN PROGRESS)

UX Design Institute, Glasgow Caledonian University

Jul 2021 — Current. Remote

Six month part-time course for the mindset and skillset of UX practitioners. Includes user research skills, analysis techniques, interaction design, prototype development, real-world projects.

ADVANCED INDESIGN COURSE

Highlander Training

Jul 2014. Islington, London

TYPOGRAPHY COURSE

Central Saint Martins

Apr 2010. Holborn, London

FDA PPP-HND DEGREE IN PRINT & PUBLISHING PRODUCTION

London College of Printing, University of the Arts

Sep 2002-Apr 2004. Elephant and Castle, London

Degree included advanced workshops in Photoshop, Illustrator and InDesign, project management, print production, multimedia, colour management, advanced DTP, typography, bookbinding, print finishing, print theory, print history, HTML & CSS.





“

Claire has been an absolute pleasure to work with. She's always research driven and user centric in her approach and a strong advocate for the user. She's been a positive influence in her UX and Agile teams, always offering advice and passionate about collaboration and problem solving. She's a talented designer and her delivered work is of an exceptional quality. We'll be sad to lose her and her next team will be lucky to have her!

”

Lucy Ormiston, UX Product Design Manager
Worldpay | 24 Apr 23

“

Claire is an exceptional designer and all round team member. She is constantly collaborating to improve the customer experience. She's a real asset to any UXD team and I hope we get the chance to work together again in the future.

”

Lewis Buttress, Director of Product
The Times & The Sunday Times | 6 Oct 22

“

I'm currently working with Claire on the redesign of the Times Money Mentor homepage amongst other things. Claire has matched her enthusiasm for design and UX, with diligence and hard work. She's built a great rapport with the team around her and poured real passion into her work. She has represented her ideas very articulately, but also accepted, and iterated on feedback extremely well. I would welcome the chance to work with Claire again.

”

David Hawkins, Lead Product Manager
The Times | 21 Jun 22

“

I had Claire on my team for several months. She is a fantastic designer who really takes pride in her work. She has a very creative eye with attention to detail. Claire executed some really big projects, taking the projects from start to finish.

”

Luke Hardy, Head of Design
Dojo | 1 Oct 21

“

Claire constantly amazed me with her industry insight & unique methods to solving problems. She consistently demonstrated a solid work ethic plus a dedication to success. Claire is extremely enthusiastic about her work which is infectious. Result driven, experienced and efficient team player. Besides being a joy to work with, Claire is a take-charge person who is able to present creative solutions to complex problems and communicate the benefits to the company. She is an asset to any team.

”

Annari Hall, Design Lead
Dojo | 1 Oct 21

“

Claire has been an absolute joy to work with. Ever the consummate professional, her willingness to collaborate and innovative thinking has made my job a whole lot easier. Friendly, talented and one of the smilest people I know, Claire would be an invaluable asset to any team.

”

Alex Cuff, Senior Copywriter
Dojo | 7 Sep 21

“

I worked with Claire on our first ever interactive email campaign, which went on to win an international award. She also redesigned our transactional emails. She is highly creative and brought some great design innovation to the team.

”

Catherine Allan, Associate Director CRM
Babylon Health | 14 Oct 21

“

Claire is a highly talented designer and also a genuinely lovely person. Claire joined us as a freelance designer at quite a challenging time; during a lockdown, when we had tight resources and were driving a number of strategic projects. She provided great art direction & design work across these projects. And also introduced a series of processes which have really supported the business in the long term. Claire would be an asset to any business or project. I look forward to working with her again.

”

Claire Reynolds, Head of Brand and Strategy
Hotter Shoes | 2 Mar 21

“

I had a great time working with Claire on one of Encore Ticket's biggest external projects — she has a strong learning drive and brought her passion for UX & UI to the table. During her time with us, she worked with our Figma templates and helped shape the project through wireframing right up to high fidelity pixel-perfect prototyping; it was great to work with a designer that helped bring our user research data and apply them to actionable designs.

”

Jeffrey Lam, UX/UI Designer
Encore Tickets | 19 Oct 19

“

Claire designed the website for Oakley Moore Interior Design earlier this year. We found her client management, design aesthetic and grip on the project second to none. She conducted thorough market research, conducting competitor analysis and understanding the target audience. We worked together solidly and Claire was very attentive to all feedback and pain points. I am delighted with the result and would not hesitate in recommending Claire for any design project and look forward to working with her again in the future.

”

Kate Aslangul, Founder
Oakley Moore Interior Design | 4 Sep 19

“

Claire worked with us at Snaptrip for a few months helping us out with an upcoming redesign and brand refresh. Not only was her work of a high standard, both in terms of visual output but also in terms of being very thoughtful, methodical and well researched in her approach, but she was an absolute joy to have in the office. She worked on a range of things for us from logo designs, to email building (design and coding) and web designs. Always smiling and positive, whether you're looking for a graphic, web or email designer, I'd have no hesitation at all in recommending Claire.

”

Joshua James, COO
Snaptrip | 11 Jul 18

