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LUCIE EDWARDS

PERSONAL STATEMENT

I am a motivated, fun, and intuitive designer. My drive comes from innovating and executing elegant solutions that captivate audiences, create wonder, and challenge perception. I am looking for a CX design role that can challenge my strategy skillset and creative mind, to apply my knowledge to strengthen the links between touch-points with a company throughout the customer's entire lifecycle.

I follow an empathic design process that creates a global experience for my customers resulting in a solution that is aesthetic, simple, and effective. I want to understand the 'why' behind behaviours and I have seen how this can save businesses time and money by anticipating and addressing their actual user's needs. Translating these needs into customer insights, and then practical design solutions is a personal passion of mine. I want to build the desire to use your product.

I have strong leadership skills and a proven track record of implementing design methods and processes into business, projects, and cross-functional teams. I deliver on time and within budget, high-quality design solutions. I am experienced in working end to end on the design process developing interactive, responsive digital experiences including, site-maps, persona workshops, customer journey mapping, user testing, sprint ceremonies, hosting design sprints, ideation workshops and user interface for both websites and mobile applications.

OPEN PORTFOLIO

TOOLS KNOWLEDGE

- Figma
- Sketch
- Invision
- Adobe illustrator, Photoshop and Indesign
- Miro
- Lucid chart
- Lookback
- HTML5 and CSS3
- Microsoft Office Suite

WORK EXPERIENCE

Independent Clinical Services, London, United Kingdom – UX/UI designer

MARCH 2019 - AUGUST 2020

Independent Clinical Services own twenty-one companies within multiple sectors of the healthcare industry, ranging from working with NHS staff placement through to supporting patients in their personal medical care programmes. When I started at Independent Clinical Services, they were relatively new to UX and didn't have a UX process in place or a clear-cut understanding of how user-focused design could add value.

I was the sole UX designer for all of the twenty-one brands and worked across the business to establish a rapport with the different departments aligning them under a single process. This process was adopted business-wide after I demonstrated the value by saving £10,000 by reducing the development of a feature by 60 days through testing the business assumption with users and discovering it didn't align with their wants and needs. On the back of this success, the demand for UX grew across the business, resulting in the growth of the UX team to 3 UX professionals and a junior user researcher. In my role, I worked alongside Product Owners on propositions, roadmaps and running design sprints. In parallel, I was responsible for the UX Design of the products including the information architecture, user journeys/storyboards, prototyping, and testing for iOS and Android applications and visual interface design.

- Established a holistic UX approach across the business resulting in a cross-functional alignment of the process with Marketing collaborating in the build of the product they would be advertising to their audience.
- Developed and led a user testing method to provide design feedback to improve customer adoption. Resulting in the implementation of user testing into every product development process business-wide.
- Redeveloped process for user testing due to Covid19 restrictions, ensuring there was no delay in our programmes.
- Implemented monthly Learning Lunches in the business to educate and introduce design thinking methodologies to the company and embedding UX concepts across multiple business teams
- Updated the historic development processes and instilled a new method for implementing and upgrading products within 8 brands in the company. This resulted in collaboration between departments by including the business and development team in the ideation process.
- Developed a persona workshop methodology to be used business-wide in creating personas for brand customers. This resulted in 4 brands introducing working with personas for the first time.
- Completing my UX training and certification with Nielsen Norman Group.

Zoopla, London, United Kingdom – Digital Graphic Designer

SEPTEMBER 2017 - MARCH 2019

Zoopla is a multi-brand company who has a multi-channel approach across the property lifecycle. Zoopla engages with over 25,000 business partners. I worked in the B2B marketing team, to build, grow and develop our relationships with the company's business partners. Our objective is to amaze our client base and create customers that become advocates for Zoopla products. I was responsible for the digital redesign of our B2B websites, collaborating with marketing, SEO, business stakeholders and other design teams to deliver an online experience for our business partners that communicated value quickly and precisely across multiple devices. Creating a clear customer journey funnel to increase conversion rates. I was a digital designer on the B2B marketing team. I advocated the use of data, robust customer journey's maps to provide valuable insights to develop upon.

- Designing mobile-first responsive websites, that can be accessed on any device
- Spearheading testing and gathering data to provide design feedback to improve customer engagement. Resulting in creating a responsive email template to communicate data to a broader audience created new engagement with audience including sharing on social media, 11.7% click-throughs
- Using HTML to create engaging email designs
- Completion of ILM leadership course in the digital media sector
- Training in software programmes: Page tiger, Google Analytics and Sketch

Te Kura, Wellington, New Zealand – Digital Designer

JUNE 2016 - JUNE 2017

Te Kura is New Zealand's Correspondence school from primary to secondary education, catering for a broad range of ages and abilities. In my role, I worked with the teachers to build an online learning experience that would engage and educate a student. I was responsible for all stages of the design

process, collaborating with audio teams, teachers and editors to deliver an online learning experience for the student that is engaging, fun and also informative. Due to my ability to successfully deliver high-quality results on time, I was selected to work on two other project teams alongside my role. I worked on the website redevelopment team and also was the lead designer on creating the professional development online template.

- Using HTML and CSS to create exciting and engaging lessons.
- Gathering student feedback and data insights to improve the student experience.
- Meeting deadlines to deliver high-quality design solutions.
- Project managing the development of modules.
- Responsive website design development.
- Creating Adobe Indesign booklets.
- Completion of Javascript Basics Training Course with Catalyst.

Freelance designer, Wellington, New Zealand – Designer

JANUARY 2015 - JUNE 2016

Embracing It, Wellington, New Zealand

Embracing It was a health and lifestyle company that promotes clean eating and regular exercise. I created a logo and brand identity for the new business, working with Emma, the founder to ensure it represented her vision for Embracing It.

Broken Back Games, Wellington, New Zealand

Broken Back games was a start-up company in the Gaming Industry. Working with Founder Mark Major at the Global Growth Programme at Wellington's incubator Creative HQ to create games via crowdsourcing. I supported the development of marketing strategy for the Pledge Me campaign for the Game 'Plunge'. I was also responsible for the creation of graphical artefacts for the mobile app.

VMS, Wellington, New Zealand

VMS is a company developing a new product. I collaborated with the senior industrial designer to create concepts on CAD software for the looks-like and works like prototypes. The outcome of which was presented to shareholders to be approved for manufacture.

EDUCATION

Nielsen Norman Group, London – UX Certification

NOVEMBER 2019, #1033890

Massey University, Wellington – Bachelor of Design (Hons)

FEBRUARY 2011 - DECEMBER 2014, GRADUATED MAY 2015

PORTFOLIO

OPEN PORTFOLIO

Examples of my design work at LucieEdwards.com