amy highland

UX+UI Designer

Profile

A digital designer focused on user experiences and interfaces, with six years of industry know-how. Currently based in Suffolk, UK.

Experienced in user-centric design within the end to end product development cycle in an Agile working environment. Passionate about solving users' problems through simple yet innovative design solutions and believing empathy and understanding are key components to creating the best user experiences.

Mission

To be a relentless advocate for users and promote innovative experiences and ideas with positive impact.

Education

BA (Hons) Graphic Design, First Class
University of Suffolk
2016-2019

Graphic Communication, A*
Photography, A
Modern History, B
Suffolk One – A Levels
2013-2015

Awards

University of Suffolk — Student of the Year Award

BBC — BBC Commendation

Skills

Employment

Lead UX+UI Designer, Wiro Agency
Oct 2020 – Present

- Collaborated with product managers, developers and data analytics to enhance product features and meet client goals.
- Directed a UX approach to drive best practice and improvements across project delivery to ensure all design solutions were cohesive and crafted meaningful user outcomes as well as applying conversion rate optimization techniques to increase the percentage of customer conversions.
- Successfully implemented agile working methodology to deliver superior service quality, increase customer satisfaction, reduce risk and increase project predictability
- Facilitated user research, ideation & storyboarding, rapid prototyping, and testing.
- Recruited talent & implemented training sessions to create an industry leading design team.
- Lead the continual iteration of the design process through regular reviews of business and department goals against KPIs with leadership team.
- Research and showcase knowledge in industry/eCommerce trends and the latest technologies across mobile, desktop, and web.

Digital Designer, Freelance
Mar 2017 – Present

- Collaborating with key stakeholders to roadmap and scope UX projects.
- Rapid prototyping to test and validate UX and UI.
- Conduct user research sessions to understand the problem. Refine design solutions following user research in order to enhance effectiveness and value.
- Create & effectively present UX+UI deliverables (IA, wireframes, workflows, prototypes, journeys).
- Proposed and refined digital styleguides and brands.
- Partner closely with engineers and developers to outline technical feasibility, support design implementation and deliver comprehensive design specs.

Midweight Digital Designer, Itineris Ltd
Jun 2019 – Sept 2020

- Worked closely with development teams to align on objectives and to ensure that design specifications are implemented accurately.
- Effectively communicated conceptual ideas, detailed design, and rationale.
- Led the design of a large, end-to-end organisation and education web design projects.
- Created design framework documentation for future projects to follow, increasing design team efficiency and consistency of produce.
- Successfully managed multiple clients across many projects, achieving high praise.
- Designed and tested to WCAG AA compliance of accessibility.

Design Administrator, Frugalpac Ltd
Jun 2016 – Aprl 2018

Graphic Designer, Black & Black Design Ltd
Sept 2015 – Jun 2016

Design
Ideation and sketching
Low to high fidelity design
Interactive prototyping
Information architecture

User flows
Journey mapping
Data visualisation
Interaction design
User personas development

User Research
Interviews and surveys
Usability and concept testing
Qualitative analysis methods
Comparative analysis

Collaboration
Facilitating design critiques
Effective remote leadership
Training & mentoring
Project roadmapping