

EXPERIENCE

- We Are Revolution - June**
Senior User Experience Consultant
HR platform
- Somo Global: Oct '19 - June 2020**
Senior User Experience Consultant
Working on projects for an energy supplier,
and a financial investment platform
- Our Workshop (NGO): www.ourworkshop.org.za**
Project management, UX research,
UX and website design. brand guidelines
- Adult Material (Channel 4): Mar - July '19**
Graphic Design (Lead) - pre and post production
- Film & TV Graphic Design: March '17 - Oct 2020**
Working across film & TV titles including Maze Runner,
Detective Pikachu, The Good Liar, GIRI/HAJI (Netflix),
The Third Day, Behind Her Eyes, Roadkill (BBC) as an
assitant Graphic Designer.
- Emperor: June - Aug '17**
Website launch content management
& PM assistance
- Started Fiercelove Design Ltd.
(freelance)
- Radley Yeldar: Nov '13 - Dec '16**
UX design/research & content consultancy
- TruTravels (sabbatical): Oct '13 - Jan '14**
UX Consultancy, Project management,
Design, CMS management
- Radley Yeldar: June '11 - Oct '13**
Client services: Digital project management,
CMS management & client support
- Radley Yeldar: Apr '08 - Feb '11**
Project management &
pitch presentation assistance
- Advertising Empire: Jul '05 - Feb '08**
Graphic design & team management

SKILLS OVERVIEW

User Experience & Digital

Needs analysis and problem solving - analysing existing materials, identifying gaps, overlaps etc.

Gathering user requirements, planning, designing, carrying out and analysing feedback from interviews and usability testing.

Synthesising information into usable artefacts such as user stories, user journeys, wireframes and prototypes (from low to hi-fidelity).

Communicating user needs and customer insights, as well as presenting findings and related design and business recommendations to senior decision makers (including C-Suite investors).

Research analysis and report writing (creating appropriate deliverables from research and workshops).

Facilitation/group work/workshops. A solid understanding of digital strategy, comfortable working in agile and waterfall process enviroments.

Over six years experience within a research and digital environment (Somo, Radley Yeldar, Emperor & TruTravels).

Enthusiastic and positive attitude (nine years of corporate customer service support and management, focused on ensuring customer needs are met and exceeded, where possible).

Passionate about user-centered research, typography, photography and social media.

Design

Commercially I work quickly, co-working with clients and team members to produce materials which meet the brief - within time and budget constraints. I strive to create work which is concept-based, whenever the project allows.

QUALIFICATIONS

Currently enrolled in a 14 week course @ The Intrapreneurs

Human-Computer Interaction diploma:
Interaction Design Foundation (88%)

General Assembly:
UX and Research Course (10 weeks)

Acumen Human Centred Design:
Team Lead (Back&Forth) - HCD project (7 weeks)

Advanced Diploma in Professional Development in
The Therapeutic Application of the Arts (IATE)

Level 2 Counselling Diploma
(Hackney College, London)

BA Graphic Design (NMMU, South Africa)

EXPERIENCE IN DETAIL

TOP SKILLS

User Experience
User Research
Content consultancy
Graphic Design
Content creation
Photography
Project Management
Client Services

Clients include:

NowProfile (HR), Vanguard (Finance), EON (Energy), GSK (Consumer Products), Affinity Water, EMIS Health, Coca Cola Hellenic, Turner & Townsend, International Criminal Court, Maersk, GlencoreXstrata, Shell, Intu/Capital Shopping Centres, SVG, SAGE, Drax, Clarksons, GPE, BP, 3i, ITV, Pearson Group, Penguin, Beiersdorf, IPF, International Rescue Committee, DS Smith.

USER EXPERIENCE PROJECTS

I'm currently work as a Senior User Experience consultant, and occasionally I work as a graphic designer in film and television. Before I started Fiercelove Design Ltd, I spent nine years at Radley Yeldar, working across a broad range of projects where I developed project management skills while studying. After finishing my Diploma in Art Psychotherapy, I transitioned across to User Experience Design.

Responsibilities:

Researching and creating the relative aspects of user focused design and content strategy to create functional, feasible and realistic online experiences which are optimised for the clients target audiences. I have experuence scoping, planning, creating/writing, editing, managing and publishing content, and championing content strategy within organisations. At Radleys, I supported the team in defining and creating new documentation and processes for use on future projects.

Skills:

- Working across various projects in a truly agile, fast paced environment at Somo Global, London
 - Lead UX on Affinity Water, EMIS & Intu (working closely with full project team including FED's, BED's, Designers and Consultants, iteratively).
 - Planning, designing and carrying out user research and user testing (with internal and external stakeholders). Taking research from recommendations into actionable product creation.
 - Information architecture (research and interviews, site audits, site-mapping, wire-framing, card sorts). Content hierarchy and content mapping/planning.
 - Creating and developing user experience documentation (audience mapping, personas, user journeys, content audits/site audits etc.)
 - Facilitating content creation and curation processes with clients (identifying problems and opportunities, working to client time and resource constraints, planning, governance across the content team, content design and ideation).
 - Championing user needs to key stakeholders and stakeholder engagement
 - Helping standardise UX documentation/pattern library creation
 - Familiar with different CMS platforms including Umbraco, Sitecore, Wordpress etc.
 - Optimising usability to required operating environments based on client specifications, accessibility, adaptive and responsive formats etc.
 - Scoping, estimating and billing of digital projects, waterfall & agile project management/delivery, effective multitasking and time management to deadline.
 - Interviews and facilitation of workshops (including translation and documentation of findings for DS Smith).
 - Content entry, co-ordination and delivery of digital marketing comms and social media
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Education

UNDERGRADUATE - 2001-2005

Nelson Mandela Metropolitan University (Port Elizabeth, South Africa)

– B.A. Graphic Design

– Merit Award for Academic Excellence

– National Diploma Graphic Design

SECONDARY EDUCATION – 1996-2000

Collegiate High School For Girls Port Elizabeth

References:

Team Leads: Mark Donaliso, Zeina Fahra, Lesley Allan

Film & TV Design:

Toby Stevens, Alexa Galea, Erica Dorn, Matt Clark, Chris Kitisakkul

Production Designers:

Morgan Kennedy, Beck Rainford, John Stevenson, Nigel Phelps

Past film & TV Projects

Adult Material

Channel 4 - due for release 2020

GIRI/HAJI (Netflix/Bbc Series)

Contemporary: Japanese & English graphics, screens (including apps), logo development for products and packaging across +/- 200 sets and locations spanning across 8 episodes.

The Good Liar (Warner Brothers)

Period graphics: post, German WW2 propaganda materials, school books, 'investigation wall' and cigarette packaging Contemporary: posters & escalator graphics on the Underground, medical and financial paperwork, bookstore display etc.

Detective Pikachu (Warner Brothers)

Contemporary/Futuristic: map of Ryne city, signage design, poster design, packaging design, car livery/wraps, font design etc.