

ABOUT



Daniel Derrick

UX Consultant & Digital Designer

@DanielDerrickUK

linkedin.com/danielderrickuk

SKILLS

User Research
Usability Testing
Wireframing
Digital Design / UI Design
A/B Testing
Development (HTML + CSS)

TOOLS

Axure Mac
Sketch Windows
Photoshop
illustrator
UserTesting.com
Optimizely

SUMMARY

I have a true passion for creating and analysing user interfaces from concept to implementation while making sure every user and device is taken into consideration. I have outstanding knowledge in all UX areas along with engaging stakeholders, project managers & developers to educate them about the importance of UX along with ensuring mockups are achievable and delivered on time.

EMPLOYMENT

FuturePLC - January 2017 - Present

User Experience Designer

Lead the user experience within the eCommerce (Affiliates) team on the UK & US leading tech and games websites. My experience has enabled me to increase overall usability & help grow CTR and drive revenue through our widgets moving revenue from £1million to £4million+ per year in a very short amount of time.

Responsibilities:

- Gathering competitor analysis and user research to back up initial design decisions & ideas.
- Designing low fidelity mockups, wireframes and polished designs.
- Gathering design feedback through guerilla testing and remote user testing via userTesting.com.
- Working with developers to ensure mockups are achievable and delivered on time.
- Creating and setting up A/B tests via Optimizely. (Using basic javascript or coordinating an external agency)
- Presenting "popcorn" sessions with user research findings to editorial, product teams & stakeholders.

Daniel Derrick - September 2012 - Present

Freelance UX Consultant & Digital Designer/Developer

Over the years of being a Freelance UX Consultant & Digital Designer, I have worked on a number of projects for small startups to corporate business.

Responsibilities:

- Developing both static and eCommerce websites through CMS systems such as WordPress.
- Designing brand assets such as logos, business cards and site content.
- Understanding & designing complex user interfaces.
- Filming & editing video content.
- Creating email templates and campaigns.
- Managing social media & SEO.

FuturePLC - August 2015 - January 2017

Graduate User Experience Developer

Over the 18 months of my graduate programme, I was given the opportunity to learn and develop skills across many UX areas such as user research, design (UI, UX), development and analytics with support from the head of UX, development, data insights and the small UX team.

Due to my passion of UX and ability to learn fast, I was able to lead the user experience within the eCommerce (Affiliates) team within a very short time period.

EDUCATION

Southampton Solent University - February 2012 - July 2015

Web Design - Graduated with a High 2:1

SKILLS - User Experience, Human Computer Interaction & Front-end development using technologies such as HTML5, CSS3, JavaScript & responsive frameworks.

City of Bristol College - September 2010 - July 2012

Interactive Media & Games Design

Kings Oak Academy - September 2005 - July 2010

GCSE - IT, Business, Art, Graphics