

WILL HEPWORTH

USER EXPERIENCE DESIGNER

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I'm a UX Designer with a background working for market leading companies as a Management Consultant. I enjoy solving problems and creating evidence-based designs.

SKILLS

Tools
Sketch
Illustrator
Marvel
InVision
Principle
Webflow

Methods
User Interviews
User Persona
Storyboarding
Journey Mapping
Wireframing
Prototyping
User Testing
Rapid Iteration

Design
UI Design
Logo Design

EDUCATION

DesignLab

March - July 2018

UX Design Intensive Course

Completed 500+ hours of intensive study and coursework, receiving mentorship from a UX Director with over 20 years experience.

I learnt about:

- User Research
- Information Architecture
- User Interface Design
- Interaction Design
- Rapid Sketching, Prototyping and Iteration

My capstone projects:

- Mobile App Design - Smart Travel App
- App Redesign - Spotify Social Feature
- Mobile & Desktop Web App - GP Appointment Booking Service
- Responsive Site Design - Online Clothing Retailer

Each of these projects was end-to-end UX design process, following design thinking principles.

Newcastle University

September 2012 - September 2015

BSc Economics

- First Class Honours
- Concentration in Behavioural Economics

EXPERIENCE

Management Consultant

October 2016 - October 2017

North Highland UK

- Led user engagement for a large-scale change management project at online clothing retailer ASOS. This involved conducting user research, facilitating user workshops and engaging with a range of stakeholders across the business.
- Assisted in the internal launch of the digital transformation offering to clients. This primarily involved design of internal marketing collateral.
- Project management support at GlaxoSmithKline.