



## Will Downard

Graduating in August 2021

I am looking for an opportunity to apply my avid design thinking, exploratory mindset and attention to detail to a team that is seeking to create innovative and beautiful user centred journeys. Skilled in designing meaningful solutions in both digital and physical mediums I provide a unique understanding of end to end experiences and product integration.

## Education

### User Experience Design / MA (Hon.)

SEP 2020 – AUG 2021

Loughborough University

Current grade / Distinction (81%)

### Industrial Design & Tech / BA (Hon.)

SEP 2016 – JUL 2020

Loughborough University

First class with honours

Dissertation - *Will design for humans always need humans?*

### A Levels / UK GCE

SEP 2009 – JUL 2016

Tunbridge Wells Grammar School

A\*/Design, B/Maths, C/Physics

## Additional Bits & Bobs

- Custom PC build freelancer / 3 years
- UXathon / Winner of best prototype
- SharkNinja - Best new product dev
- Stock trading + Investment experience
- Weekly scout troop leader / 5 years

References available on request

## Work Experience

### SharkNinja / User Centred Design Engineer

JUL 2018 – JUL 2019, LONDON

A 12 month internship where I joined the Research, Innovation & Advanced Development team (RAID) at SharkNinja's design studio. A new, internal UCD team created to identify future facing opportunities while solving user needs in domestic kitchens for the Ninja kitchenware & appliance brand.

Being a key member of the RAID team, I helped develop several projects from initial research through to proof of concept technical and user prototyping. Currently, five projects I worked on are now available in the US consumer market. I also led initial R&D on several exploratory projects that remain confidential.

Key roles I performed throughout my internship include: in-home user research/testing, persona synthesis, experience storyboarding, technical prototyping, A/B testing, ideation and concept visualisation.

## Skills

**Design** - Sketching, Ideation, Concept Visualisation, Storyboarding, User journeys, Behaviour change techniques, Service design, Usability design, Wireframing, UI design, Style guides, Branding, Interaction prototyping.

**Research** - User interviews, Diary studies, Thematic analysis, Persona synthesis, Insight synthesis, A/B testing, Statistical analysis, Biometric testing.

**Tools** - Figma, Sketch, Adobe XD, Illustrator, Photoshop, InDesign, Webflow, Axure RP, HTML, CSS, Miro, Microsoft Office, Keynote, Premiere Pro, Solidworks, Fusion 360, Procreate, Keyshot, Lightroom.

**Other** - Presentations, Sprint organization, Agile, Scrum, Detail orientated, Flexible, Driven, Team player, Photography, 3D printing.

## Key Projects

**Cortex** - a pulmonary nicotine replacement system enabling easier cessation for smokers via use of a smart limit case, micro inhaler and unlock app.

**Shift** - an app platform for renters wanting to reduce the amount they spend on home energy use without sacrificing comfort or convenience in their usage.