
Personal Statement

A creative and innovative undergraduate user experience designer with a passion for curating, researching, and testing designs that are driven by the consumer for the consumer to make user flow comfortable and accessible.

Throughout my academic period, thus far of user experience design, I have attained the knowledge to drive design choices from the practical application of research. Whether this be through the traditional double-diamond process or self-devised planning, there is a fundamental focus on iteration; iterative research and prototyping within confined time lengths that is driven by the user to enhance comfort through navigation. I have expertise within the utility of Figma and HTML & CSS with a strong ability to be able to learn new software and techniques that are industry focused for user experience design. I am due to gain a BA in User Experience Design and have had past experiences of product design at A-Level understanding, which closely assisted the choice to create an emphatic career within the UX industry. I have a particular admiration for user experience through research, the significance of user behaviour is what defines the very way in which user needs are met and through design choices enhance the comfort for both consumer and environment.

Experience

Primark / Sales Assistant / November 2020 - January 2021

Responsibilities:

- Restocking of items within all departments
- Utilising the register to conduct customer transactions
- Assisting customers with help at various departments

Skills Attained:

- Understanding customer behaviour and how to respond to issues
- The utility of conducting transactions through a register
- Visual hierarchy of company identity - the method to how items are set out

Education

University of the Arts London / September 2020 - June 2023

BA (Hons) User Experience Design , LCC

2:1 Classification

Toolkit

Design

UI/UX Design

Visual Design

Interaction Design

Storytelling & Identity

Prototyping

Rapid Prototyping

Wireframing

Figma

Adobe XD

HTML & CSS

Research

Usability Testing

User Research

Persona Development

Heuristic Evaluations