Eddy Gibson | UX Designer

Qualified UX designer with an entrepreneurial background, a commercial mindset and passion for creating user-centred experiences that support a successful business.

Portfolio:

https://eddygibson.com/

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Skills

Design thinking

Discovering user goals & using the insights to design solutions

User research

Using qualitative and quantitative techniques

- Competitor analysis
- Surveys
- User interviews
- Data analytics
- Card sorting
- A/B testing

Analysis

Interpret the research and articulate the problem

- Customer journey maps
- Personas
- Empathy maps

About me

I've always followed the principle that good design makes for good business, and a first-class experience is crucial to achieve commercial objectives and meet user needs.

I'm a critical thinker who can ask the right questions to understand the problem, and turn the insights into design solutions with creativity and innovation.

UX consultant | IDR Law   July 2022 – Present

- **WillCheck** Branding and end-to-end process designing a B2C lead generation site enabling users to check the validity of a will claim.

- **IDRN Legal content resource** Improving the information architecture & navigation with user interviews & testing. Facilitation of company workshop, with 20 lawyers working together to categorise the legal knowledge base using card sorts.

The resulting improvements to the IDRN aligned the content with user goals, providing a far better resource and working much better for IDR.

Product designer | Today's Media   Jan 2022 – May 2022

Today's Media provide pre-written content for legal practitioners to use in their marketing channels, with the product delivered manually via email.

Following the end-to-end design process, I devised the concept for a subscription website to automate the monthly delivery of articles, with a landing page to drive sign-ups. Activities included:

- Research & discovery to align functionality & content with user goals and business objectives, including stakeholder & user interviews, competitor analysis, data analysis and surveys.

- Design & iteration of wireframes and user flows for registration and monthly delivery of content.

- Brand concept for visual design and UI style guide.

- Design of all written content including landing page sales copy and dashboard UX copy.

- High-fidelity prototype & user testing

UX Design

Turning research insights into user-centred solutions

- Information architecture
- Interaction design
- Sketching & wireframing
- Prototyping & user testing

UI Design

Visual interface design for desktop & mobile applications

- Branding & personality
- Layout
- Colour & typography
- Adobe XD & Figma

Web development

Understanding of digital technologies & constraints

- HTML & CSS
- Understanding of JavaScript
- Ecommerce & CMS

Marketing & business

Strategic campaign planning and business skills

- SMART objectives & OKR's
- Profiling & segmentation
- Multi-channel comms/CRM
- Business metrics & KPI's
- Digital marketing & SEO
- Content marketing & writing

Soft skills

Enthusiastic self-starter with a positive, can-do attitude

- Storytelling
- Problem-solving

UX Diploma | UX Design Institute   Jan 2021 – Jan 2022

This level 5 professional diploma built on my existing customer-centric mindset and equipped me with specific UX skills to follow the design process. My overall grade including project and exam was 92%.

The project was to design a flight booking website. My focus was discovering the steps users carry out when planning a trip, and using the insights to design a website that fits in seamlessly with that process.

Web designer | Bounce Photography   Jan 2008 – Dec 2021

Volume photography requires workflow solutions to run the school portrait sales process, with a multi-channel customer journey and website for online proofing and order management.

I designed and built a WordPress site and ecommerce store which took all revenue for the last five years of trading.

- Designed & built a front-end website for marketing and school acquisition campaigns.
- Designed & built login area and image galleries to view school portraits, with ecommerce store for online ordering.
- Designed and oversaw development of customisations allowing users to add images directly from dynamic gallery into products.
- Devised simple packages and ordering process, with clear copy and instructions on both printed and online order forms.
- Devised multi-channel customer journey, planning & writing the content and using CRM techniques to engage with customers.
- Profiled and segmented target audiences to optimise campaigns, tailoring content, creative and channels to optimise operational communications and acquisition campaigns.

With the ongoing incorporation of feedback from school staff and end-users to optimise the customer journey, our business grew from zero to over forty schools, and over 2000 pupils photographed each year.

Improvements in the sales process helped manage expectations, increase conversion and order value, maximise revenue and reduce calls.

The original plan was to white-label the website and sell to other photographers, however following the pandemic and general decline in retail photography, I decided to continue my interest in digital via UX.

Certificates | Udemy   July 2022 – Ongoing

Design Rules: Principles and practice for great UI design.

Complete Front-end web development course.