

Eddy Gibson | UX Designer

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

Portfolio:

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About me

I've always followed the principle that good design is good business, and providing a great experience with a smooth customer journey is vital to achieving commercial objectives and meeting user needs.

I'm a critical thinker who can ask the right questions to understand the problem and uncover user goals, using analytical skills and creativity to turn the research insights into innovative design solutions.

Experience

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

UX consultant | IDR Law

July 2022 – Present

The IDR-N is a membership site for the legal sector with specialist resources for Probate. As the site has grown, navigation of the content has become difficult. I am improving the information architecture, using interviews & card sorts to ensure their expertise can be used to its full potential.

UX designer | Today's Media

Jan 2022 – May 2022

Today's Media provide pre-written articles for legal firms to use in their marketing activity, with the content delivered manually each month.

I was hired to design an online platform to automate the process, with a B2B dashboard area for clients to log in each month, view the latest articles, browse the archive, and download their selections. Responsibilities included:

- Stakeholder interviews & competitor analysis to establish business requirements, market sector and typical conventions
- User interviews to learn about the goals and working operations of busy law firms, with multiple departments using the articles and using content marketing techniques to grow their business.
- Devising written dashboard content that educates these DIY marketeers and helps them use their content smarter.
- Design of categorisation & search functionality for the archive that supports this educational aspect, allowing users to search for suitable articles by marketing objective.
- Defining user flows for registration, dashboard login and monthly content delivery via automated email.
- Building a clickable prototype in Adobe XD to refine the flows and present the final design to stakeholders & developer.

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
- Design principles
- Layout & grids
- Colour & typography

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 91%.

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

Bounce Photography was my school portrait company, trading from 2008 until closure during the pandemic.

Volume photography requires workflow solutions to run the 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.

Certificates | Udemy

July 2022 – Ongoing

Design Rules: Principles and practice for great UI design.

Complete Front-end web development course.