

Heidi Smith

London, N13 5LQ

T: 44 (0)7956 967 288

heidi.kayla@gmail.com

Highly experienced UX design professional with expertise in finance, publishing, media, retail and non-profit sector. As a specialist in solving complex problems, overseeing projects from concept to production in both web and application.

Working directly with all levels of stakeholders, collaborated with both creatives and developers. Design skills that I have honed in various project situations. Strategic business thinker.

UX Skills

Following a user-centred Design principle, formulate user research with appropriate methods, such as surveys, interviews, ethnographic studies, and usability testing, by evaluating the system with heuristic evaluation or cognitive walkthrough; performing competitor reviews. Facilitate workshops for design and requirements gathering. Create scenarios and Personas to help identify design features, using user journey and flow charts to communicate ideas with stakeholders. Based on research, create an Information Architecture and sitemap of the product. Sketch and create wireframes and prototypes to test the hypothesis with the creative designers. Perform data evaluation and a keen awareness of accessibility and inclusive design.

Keep an overview of projects and business goals in mind, define the design process and liaise with Stakeholders to move the projects forward. Mentoring in all my previous roles, I enjoy bringing juniors into the profession and managing their output.

I.T Skills

Design & Prototyping: Figma, Sketch, Invision, Axure, Flinto, Balsamiq and pen & paper sketching. Expert user of Adobe Creative Suite; specialist user of Photoshop and Indesign. Fair use of Lucidchart. Working knowledge of Html and CSS, interested in micro-interaction

User research tools: usertesting.com, Optimizely, Adobe Experience Manager, Google Analytics and other online or remote research tools;

With sufficient domain knowledge to pick up new software quickly. Keeping a close eye on IOS and Android design pattern

Career History

March 2022 - Current

Vanguard

Product Designer

Working as a product design lead on Authentication and Public Web. Working closely with stakeholders to implement a new login journey and MFA (Multi-Factor Authentication) into the business. Also working on redesigning the public website with a junior designer.

November 2018 - Feb 2022

Aviva - Digital Garage

Senior UX Designer

Worked in MyAviva Hub, UX design lead in registration, focusing on the UK and Global markets. Worked with Product Owners and mobile team to define and improve the overall sign-up process.

Key Achievements:

- Research and define user journeys for signing up to MyAviva for customers, identify problem statements, and suggest solutions and processes.
- Overall improvement in registration, including implementing inline password validation, migrating guest journey to the latest in-house framework template, improve account upgrade process and customer renewal process.
- Participate in sprint and lead workshops to guide projects forward
- Building a relationship with junior UX designers and being the official mentor for the graduate scheme

September 2015 - October 2018

British Council - Digital

UX Designer

Perform user research using surveys, heuristic evaluation, UX review, user testing, remote user testing, ethnographic studies, and workshop facilitation to gather requirements and design a better online user experience.

Key Achievements:

- International research - As user research lead in Dubai for an Online Registration System (ORS): Planned, Arranged, organized and facilitated the study. Leading a team of three from London, we conducted interviews and usability testing in the location. Research findings were fed into the development process before the product launch.
- 2017: Launched British Council Venice Biennale website - as UX lead, worked with stakeholders to deliver the site on time with minimal expenses; created initial pitching document, generated persona, planned and facilitated user testing, produced reports and presentations to the stakeholders. Introduced a new digital workflow and UX methods to stakeholders and mentored a colleague.

- Mentoring and supporting junior UX designers, helping them secure UX roles.

Feb 2014 – August 2015

News UK - Technology, London, E98 1XY

UX Designer

- 2014: Launched Dream Team App - designed and improved the sign-up journey, successfully gained 600k new registration during the fantasy football season, significantly higher than the target goal of 500k
- 2014: Redesign the Times and Sunday Times website - As part of a team, we investigated the implication of merging the two sites. I defined the initial information architecture and continued facilitated workshops to explore taxonomy. I created a set of personas as design aids and made prototypes for user testing
- Conducted the first in-house usability testing within the Technology department to test and validate the possibility of 'doing it ourselves'; developed a mobile usability lab and promoted using existing office facilities to conduct user testing.

Oct 2006 – Feb 2014 (8 years)

News UK - Sun Digital, London, E98 1XY

Web Designer

Joined The Sun Online in 2006 as a web designer, liaised with editors to design and configure the website, and experienced a fast-paced and news-driven environment. The site was re-launched and migrated to a subscription-based service during this time. Keen to develop my skills, I undertook a Master in Human-Centred Systems (HCI) with City University in 2012. Afterwards, I applied and transferred to News UK Technology department as a UX designer.

Sept 2000 to Oct 2006

Varies

Designer - Graphic, Packaging, Book and Magazine

Armed with a degree in Graphic and Media Design, I worked in many businesses as a designer before becoming a UX specialist. I have solid design skills in print media, including full print artwork into production, which is less relevant to my current role. However, I can provide references should it be required.

Related achievement:

Winter term 2019 - Current

UAL - University of Art London

Short course tutor

I provide 15 - 30 hours of teaching time per term in teaching User Experience Design at both Chelsea College of Art and London College of Communication. Offers an overview and introduction to UX design for people who come into the field.

Jan 2014 – Jan 2016

UXPA

I Volunteered as UK Liaison for the UXPA (User Experience Professional Association) in the UK for over two years. Duties included promoting UX within the UK, building relationships with other UX organisations, supported event promotion and sponsorship. These led to improve understanding of UX and generated new insight into the trade.

As part of the committee, I curated some of the events during my tenure, including September 2014 Wearable and April 2015 UX Strategy Event.

Speaking in industry events:

- 'Form Design' - NUX, North UX in December 2015;
- 'Everyday Hackers' in City University HCID 2016 conference, which led to other invites:
- 'Everyday Hackers' Reed Business Information Ltd - November 2016;
- 'Everyday Hackers' UK Home Office - December 2016

Education and Training:

October 2011 – October 2012

Master of Science, Human Centered System – City University, London, EC1V 0HB

October 2007 - July 2008

Post-Graduate Certificate in Photography – Central St Martins School of Art & Design, London, WC2

October 1998 – July 2000

Bachelor of Art, Graphic and Media Design – The London College of Printing, SE1 London

Recent training & Evening workshops

- Adobe XD one-day workshop –
- Google Analytic Boot Camp – Nov 2017, internal partner agent, London
- Quantifying the User Experience workshop, Jeff Sauro – June 2016, User Focus London
- Advanced Axure - Sept 2014, Webcredible London
- Mobile User Experience – July 2014, Webcredible London
- User Testing Training – July 2014, Bunnyfoot London
- Great mobile UX design – And how it differs from desktop Design – UXPA conference full day tutorial by Everett McKay – London 2014
- Using design rules and principles to evaluate and guide UX – Jon Dodd, Co-Founder of Bunnyfoot, June 2014
- Expert reviews – For Experts – **Rolf Molich**, UXPA Summer Workshop 2014

Language:

English and Chinese