

Deana Moffatt

07985436965 | Email: deanachanel101@gmail.com | Basildon SS15 5EN | uxdeanamoffatt.com

PROJECTS / RELEVANT WORK EXPERIENCE

Jolly's Touch Website ([Link](#))

Jun 2024 - Present

- Developed high-fidelity mock-ups and prototypes for event planner website interface. Continuously, iterated the website by listening to client and user feedback through the use of usability testing and client meetings
- Reduced client's response time to inquiries from 4 days to 1 day by creating a form for users to contact the client directly to ask them.

Octopus Energy Hackathon ([Link](#))

Jun - Oct 2023

- Collaborated and developed strong relationships with Software Engineers and Data Scientists to create a high-fidelity solution for Octopus Energy that will encourage users to switch to green energy.
- Developed designs using and maintaining the company's UI Design System to ensure consistency across all designs.
- Presented ideas and designs to a crowd of spectators and the stakeholders within the company.

WORK EXPERIENCE

Admin & Marketing Assistant

Aug 2024 - Oct 2024

My Property Group

Responsible for creating an appealing and accessible social media experience to attract would-be white-label to the company's site. Created email marketing campaigns for both new and existing clients to invite them to networking events and to keep them informed about the company's deals.

- Researched to identify trends on social media to create posts that will be boosted in the algorithm which increased engagement by 10%.
- Engaged with users across all social media platforms to increase engagement and brand awareness.
- Created written content for email campaigns and implemented new ideas for campaigns which increased engagement by 8%.
- Assisted in creating presentations for the staff to hold presentations for existing white labels.

Freelance UX/UI Designer

Jan 2024 - Aug

Responsible for developing visually appealing websites for clients to help them communicate to users their brand and services. Collaborated with clients to understand their goals while also applying UX principles to ensure user engagement.

- Conducted competitive analysis to observe how competitors use their websites to attract users and analyse what can be improved on their to implement in the client's site.
- Developed relations with different clients from different industries and sectors. Maintained relations by holding client meetings and having open communication.
- Created user journeys and personas to understand the user's needs and desires to develop a high-fidelity product.

- Created the information architecture from scratch which made navigating the site easier for users. This increased engagement by 10%.

Team Administrative Assistant,

Jun 2022 - Apr 2023

Curve Games

Responsible for creating and maintaining the company's file system while also supporting other departments with tasks for their projects. Communicated with external and internal stakeholders to execute different events for the company. Overall provided general support to the company wherever needed.

- Conducted a user-centred review of the NDA request process and implemented a new system that reduced the creation of NDAs by 10 %.
- Supported large-scale events and company aboard and at home by liaising with vendors. This increased the staff and attendee's satisfaction.
- Planned and co-ordinated the travel for over 50 plus employees in the company which led to having more time to focus on their projects.

EDUCATION

Brainstation – UX/UI Design – Diploma achieved

University of Greenwich – Law LLB, 2:1

Havering Sixth Form – History (B), Sociology (A*), Law (B)

Chafford School - 11 GCSEs passed including English and Maths

SKILLS

- **UX Design:** Persona, Designed for iOS, Android and web platforms, Task analysis, Prototypes, User Flow, Design Thinking, Information Architecture, UX methodologies, Wireframing, User Journeys, Empathy Map
- **UX Research:** Heuristic evaluations, Polls and surveys, Eye tracking, Card-sorting, Remote research, Moderated research, Guerrilla research, Usability Testing,
- **UI Design:** Typography, UI web patterns, Design System, Responsive Design
- **Languages:** English (Fluent)
- **Marketing:** Search engine optimisation (SEO), Social media management, Customer interviews, Market Research

TOOLS

- **Design Tools:** Figma, WordPress, Wix, Squarespace, Webflow, Adobe XD, Sketch, Adobe XD, Invision, Framer
- **Organisation:** Slack, Proficient in Microsoft Office Suite, Social Media Management, Google Workspace, Monday.com, Asana, Mirco, Trello, Maze
- **Marketing:** Hubspot, Brevo, Canva
- **Software:** HTML, CSS, and JavaScript

Deana Moffatt

07985436965 | Email: deanachanel101@gmail.com | Basildon SS15 5EN | uxdeanamoffatt.com