

DETAILS

My name is David Jones and I'm a freelance digital designer based in Hull, UK. I specialise in website design, whether it's crafting pixel perfect interfaces, putting together a design library to assist the development process, creating low fidelity wireframes or building a website in SquareSpace.

Since completing a BA Hons Web Design Degree at Lincoln University, I've worked with large scale organisations, creative agencies and start-ups over a ten year period. As well as offering website design as my main speciality, I also work across branding, print design, photography and other areas of focus.

KEY EXPERIENCE

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FREELANCE DIGITAL DESIGNER (APRIL 2021 - CURRENT)

- Creating interface designs, wireframes and prototypes
- Partaking in client meetings to gather requirements and user research
- Designing brand identities with supporting assets such as social media materials, presentation templates and business cards
- Developing websites in Squarespace
- Using Google Ads to drive traffic to client websites

CONTRACT LEAD DIGITAL DESIGNER @ SWAY (JANUARY 2024 — APRIL 2024)

- Leading on the branding project for Sway
- Working on wireframes and prototypes for the Sway website
- Developing the Sway website in Squarespace
- Partaking in meetings to gather requirements and reviewing feedback
- Working in an Agile environment
- Designing mock ups for an external agency building the Sway app
- Using Google Ads to drive traffic to the Sway website
- Working in an Agile environment

CONTRACT UI / UX DESIGNER @ FINDEL (AUGUST 2023 — DECEMBER 2023)

- Leading on the interface designs, wireframes and prototypes for EuHu
- Working on wireframes and prototypes for GLS
- Partaking in meetings to gather requirements, review user feedback and user stories
- Working in an Agile environment
- Creating a design library to assist developers after hand-off
- Setting up a design system in Figma to help with a consistent design approach
- Working in an Agile environment

UI / UX DESIGNER @ SGS & CO (JANUARY 2020 — APRIL 2023)

- Leading the interface design on MySGS 5.1, AutoSuite applications & Visionworks Portal
- Reviewing user feedback and user stories to design mock-ups and flows
- Showcasing mock-ups and flows in demo meetings with stakeholders, developers and users
- Creating a design library to assist developers after hand-off
- Setting up a design system in Figma to help with a consistent design approach
- Generating an Outlook email template for the MySGS 5.1 weekly report
- Working in an Agile environment

DIGITAL DESIGNER @ TFGM (NOVEMBER 2016 - JANUARY 2020)

- Creating mock-ups for the newly designed TFGM website
- Leading the user interface design on Our Pass and Bee Network
- Collaborating with an in-house user experience designer gathering user research and user feedback to aid our design decisions moving forward
- Working in an Agile environment
- Offering assistance to internal staff and external agencies to ensure all digital products for TFGM remained consistent in their approach
- Developing email campaigns for the marketing team using MailChimp

DIGITAL DESIGNER @ PURENET (NOVEMBER 2015 - NOVEMBER 2016)

- Leading the user interface design on Krispy Kreme Careers, Florence Roby, Crew Room and Stateside Skates websites
- Working with a business analyst, project manager and developer to map out the requirements, wireframes and user flows
- Mentoring an apprentice with design related tasks and passing on software knowledge

OTHER ROLES (DETAILS AVAILABLE ON MY LINKEDIN)

- Freelance Digital Designer @ Ink Digital (August 2015 - October 2015)
- Web Designer @ Ebuyer (September 2013 - August 2015)
- UI Designer @ Top Cashback (March 2013 - August 2013)
- Junior Designer @ Blink Agency (June 2011 - June 2012)

SKILLSET / KNOWLEDGE

- UI Design
- Wireframing and Prototyping
- Design Libraries
- Squarespace Builds
- UX and Research
- HTML & CSS Capabilities
- Photography
- Figma
- Adobe Creative Suite
- Agile Methodologies