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## Profile

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Over the years I have taken it upon myself to become a full stack designer and gain a full understanding of design & development. This has allowed me to push my UX & UI capabilities and to methodically communicate ideas from 'Product Owners' straight through to development and finally into production.

## Technical Skills

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### Prototyping + Imagery:

- Sketch, Invision, Axure, Balsamiq, Invision, Abstract, Zepto, Avocode, Photoshop, Illustrator, Principle

### UI Frameworks

- Material Design, Ionic, Bootstrap, Foundation

### Coding:

- Angular 4 - 6, JavaScript, Gulp, Grunt, SASS, SCSS, Ruby, HAML, JADE, JSON, Yeoman, Bower. Node, CSS, LESS, jQuery

### Software:

- IntelliJ, WebStorm, Sublime Text, Atom, XCode, Git

## Website URL's

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www.meineimpfungen.ch

www.lifeworks.com

www.metalbulletin.com

www.ijonline.com

www.merchantcantos.com

www.pumaenergy.com

www.uswitch.com

www.letsgo2.com

www.dragonoil.com

## Qualifications

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2012

Certified Adobe Test & Target user

2010

Certificate of consumer marketing principles & Advanced training in Email marketing principles

2004 - 2008 BA (Hons)

University of the Arts London – London College of Communication  
Digital Media Production - **Upper Second Class 2:1**

## Career History

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August 2016 – present

Lead UX & UI Development

Leonteq – Zurich, Switzerland

### Head of UX for new and ongoing projects

UX Lead for all ongoing and new projects. Established a symmetry between all apps by introducing a Design UX library within each core team and extending this library to match our corporate brand image.

### Main lead for lean UX research and planning methods

Introduced a method of design thinking and lean UX methodologies allowing for agile development to better showcase POC and MVP prototypes to teams internally and externally. Clients and team members get a better and efficient method to allow to efficiently make changes to ideas without hindering sprint goals.

### Formulating user stories and MVP prototypes for sprint deliveries

Taking lead of ideation to delivery by analysing outcomes rather than outputs from sprint tasks and thus narrowing MVP deliveries with PO.

### Management & development of new UX members

Currently building a team of UX individuals within Leonteq to deal with the high demand of new and innovative products.

### **Delivery of web prototypes with the use of Balsamiq & Invision**

Established an efficient method of collaboration with the use of hand sketching, Balsamiq and web prototype mock-ups. Clients & PO's are able to showcase their work to gain better feedback from end users.

### **UI Designer and collaborator**

Reduced development time with delivery of detailed style guides and developer notes allowing for integration from design to code to be minimal effort.

### **Interaction Developer for transition of design to code**

Pair programming with front end developers to reduce testing and pixel perfection examination to a minimum

### **Angular coder & developer for handoffs**

Created functional and dummy data services allowing developers to quickly & efficiently build unit test functions.

**Key Skills used:** Lego Serious Play, Lean UX, Balsamiq Prototyping, Invision, Sketch, Angular 4 - 5, SASS, Zeplin, Avocode

### **July 2014 – August 2016**

### **Senior UX Designer & Developer**

**Arpage** – *Kusnacht, Switzerland*

- Front end coder for Hybrid app projects with the use of Cordova and Phonegap & Ionic
- UX Designer and team leader for all design proposals and presentations
- Analysed previous project UI failures
- Introduced the use of Invision for UX presentation to clients
- Create pixel perfect style guides for all applications and services
- Implemented Angular Material for app development and design
- Created customized Grunt & Gulp task runners to streamline front end production work

**Key Skills used:** Ionic, Phonegap, Cordova, Material Design, Mobile Angular UI, Angular, JavaScript, JSON, Yeoman, Bower, Gulp, Grunt, Sencha, Sketch Bohemian, Mongo, HTML, SASS, LESS

### **April 2014 – July 2014**

### **Senior UI Developer 4 Month Contract**

**Work Angel** – *Battersea, UK*

- Front End Angular JS Developer for Desktop application project
- Customize Gulp task runner for front end production
- Implemented PSD to HTML to match pixel for pixel
- Created controllers and directives to match functionality requirements from design team
- Refactored bespoke factory methods for application
- Added Angular Bootstrap UI for basic grid structure and form components

**Key Skills used:** JADE, Stylus, Angular, Angular Bootstrap, Gulp, Node.js

### **July 2013 – April 2014**

### **Senior Front-End Developer 10-month Contract**

**Euromoney Investment Institution** – *St Paul's, UK*

- Recruited as their UX Designer & HTML Coder
- Created prototypes with the use of Axure and Balsamiq and then applied to PSD mock-ups.
- Customised Twitter Bootstrap Framework using Grunt.js and node.js
- Customised Grunt.js task runner for front end team development
- Implemented front end code and integrated partials into SharePoint CMS system
- Supported project on all front end from conception to release
- Built control components using Angular.js framework

### **May 2013 – July 2013**

### **Senior Front-End Developer 3-month Contract**

**Forward Group – Uswitch Ltd** – *Camden, UK*

### **August 2012 – May 2013**

### **Front-End Developer 9-month Contract**

**Brunswick Group – Merchant Cantos Ltd** – *Holborn, UK*

### **April 2011 – August 2012**

### **Front-End Developer**

**PKR Technologies Ltd** – *Camden, UK*

### **November 2009 – April 2011**

### **Web & Marketing Manager**

**Letsgo2 Ltd** – *New Malden, UK*

## **References**

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Available on request