



CLAIRE JOHNSON

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UX & Design leader, with significant experience working across global marketing and product environments. Familiar with team mentoring, working within agile engineering teams, and reporting to C-level or department heads, and self-invested in continual skills development. Interested in management roles with a focus on UX, CX and digital strategy.

SKILLS

Product & web design (UX & UI)

Skilled in delivering design solutions that solve business problems and improve user experience.

Used to drive business success through **UX research** such as; **usability testing, user interviews, event tracking, card-sorting, surveys, and A/B testing** to identify and resolve areas of user friction through a strategic, iterative approach to **wireframing, prototyping, UI and product design**.



- ✓ University Credit-Rated Diploma in UX Design
- ✓ 2.1 Honors Degree in Design Media Design
- ✓ Member of the Interaction Design Foundation

- Figma
- Adobe XD
- Photoshop
- Illustrator
- Survey tools
- A/B testing tools
- Usability testing tools
- Miro

Digital project management

Experienced managing a wide variety of websites and digital projects, in marketing, product and agile engineering environments.



Strong **organisation** and **prioritisation** abilities, combined with clear communication and an **empathic and consultative approach** to managing client and stakeholder expectations.

- ✓ PRINCE2® Foundation Certification in Project Management
- ✓ Scrum Foundations verified
- ✓ CIPD certificate in People Management

- Strategic thinking
- Communication
- Communication
- Requirements gathering
- Defining acceptance criteria and managing scope creep
- Time management
- Risk mitigation

Visual design & animation

- Adobe InDesign
- Adobe Premiere Pro
- Adobe After Effects
- Photography
- DVD studio pro
- Typography & layout
- Branding

Email marketing & strategy

- Responsive email design & coding
- Reporting & strategy
- A/B & split testing
- Adobe Dreamweaver
- Campaign Master
- MailChimp
- HubSpot

Web/app design & digital skills

- iOS / mobile app design
- SEO / Core Web Vitals knowledge
- Front-end coding (HTML / CSS)
- CMS content admin: Wordpress, Sitecore
- CMS content admin and development / design: Joomla!, HubSpot

RECENT EXPERIENCE

Lead Product Designer at SaleCycle July 2022 - Present

I joined Salecycle as the sole product designer, and have been influential in growing the organisational maturity of my team to recognise UX and UI as two distinct areas of specialism, embedding a user-focussed approach to product design while influencing growth of design resources in the team.

Considering both UX and UI aspects of product design, I work closely with product and engineering teams managing design resources across multiple cross-disciplinary agile squads.

"I have no doubt that Claire would be a valuable asset to any organisation seeking a talented and passionate UX leader. I wholeheartedly recommend her"

- Simon Duce - Lead Product Manager at SaleCycle | Source: LinkedIn

UX Designer at Adrenial July 2021- July 2022

Reporting to the Head of Engineering I worked within an agile team focussed on UX research and UI design for a start-up streaming & social video app, supporting the Product Owner with user insights to inform strategy.

My responsibilities covered the full spectrum of Product Design from user research, wireframing, prototyping, and user testing, to creation of hi-fidelity UI designs and prototypes for 3 connected products; a B2B SaaS based video management tool for content creators, and both web and mobile subscription based streaming apps in the B2C market.

"Claire's ability to manage projects and iterate designs, always considering the broader business objectives, makes her an invaluable asset to any team. Her contributions refined our product flows and improved user conversion."

- Steve Plummer, CEO at Adrenial | Source: LinkedIn

UX & Design Manager at Learning People Global January 2019 - July 2021

In this role I led on UX research and strategy for digital, working with the Head of Marketing and C-level stakeholders, and managed production of digital design (web, social, animation, video, and email) and print design projects, combined with line management of in-house design staff, supporting freelancers and agency resources.

"Claire is one of the most hardworking and talented people I've ever worked with. She is a fantastic UX designer, her knowledge of UX and understanding of user behaviour is second to none."

- Jenny Bernarde, Social Media Manager at Learning People | Source: LinkedIn

Full experience & training

- **July 2022 - Present**
Lead Product designer at SaleCycle
- **September 2022**
Scrum Foundations certified
- **July 2021 - July 2022**
UX designer at Adrenial
- **September 2021 - Present**
Member of the Interaction Design Foundation, studying a variety of product and UX micro-courses
- **2020-2021**
PRINCE2® Foundation Certification
- **2020**
CIPD People Management training
- **2020**
Business Fundamentals: Project Management training
- **2019 - 2021**
UX and Design Manager at Learning People
- **2018-2019**
Website and Digital Design Manager at Embassy English (StudyGroup)
- **2010 - 2018**
Senior Digital Designer at Equity, Inspiring Learning
- **2009**
Assistant Producer at Miggle (Web Design Agency)
- **2008 - 2009**
Graphic / Product Designer at DB Education
- **2008**
Graphic design intern at FATdrop (music app)
- **2008**
Digital work experience at London Natural History Museum
- **2007**
Work experience intern at Bedroom London (animation studio)
- **2007**
Internship at Wired Sussex
- **2007**
Work experience with ITV Meridian
- **2007- 2008**
Design Consultant Sussex Learning Network
- **2005- 2008**
University (2.1 Degree in Digital Media Design)
- **2005- 2009**
Design freelancer - various companies / clients