Charlie Brown

UX/UI Designer

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Experience

Codal UX/UI Designer
Jun 2022 - Mar 2025

- Created responsive web designs and interactive prototypes for B2B/DTC ecommerce and custom software solutions
- Created UX flows to simplify complex processes
- Created and adapted client branding to complement their web presence
- Created comprehensive design systems for multiple clients and industries
- Designed books and presentations for promotional and marketing purposes
- Held design workshops and managed client expectations while making designs
- Assisted with creation of a company-wide white label design system to bridge design and development departments
- Tracked analytics to discover patterns in user behaviour and adapt both new designs, as well as pre-existing pages.

NoCodeBDD Digital Designer
Sep 2021 - Mar 2022

- Used After Effects to create promotional and educational videos for the software sector.
- Created custom assets for videos and social media posts using Illustrator and Figma.
- Worked with Mailchimp to create email campaigns and promotional material for potential customers.

Education

University of Lincoln BA Media Production
2019 - 2021

- All-round media course focusing on graphic design in later years with relevant projects in: Digital Design, Motion Graphics, UX/UI Design and Information Architecture
- Graduated with an upper second class (2:1) grade in 2021

Skills

- UX/UI Design
- Design Systems
- Wireframing
- Prototyping
- Branding
- Research
- CRO
- Graphic Design
- Responsive Design
- Interaction Design
- Visual Design
- Motion Design
- Communication

Tools

- Figma
- Figjam
- Adobe Creative Suite
- Hotjar
- Microsoft Clarity
- Jira
- Google Analytics
- Looker Studio
- Illustrator
- After Effects