

VICKY MILLS

UX DESIGNER

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PROFILE

I am a UX Designer currently working for Stylist Group - a magazine and online platform which advocate women who are defining a very modern take on feminism. I have over 8 years experience in the industry since graduating from university with a First Class Degree in Graphic Design. My career started in print and publishing but my passion for psychology and user-centred design has led me into digital and UX design. I feel at home in UX as I enjoy being pro-active, seeking improvements to drive commercial results. I am looking to further my career in a company who place the customer journey at the heart of their business. I take great interest in new technologies, such as the transition from screen to voice and spend a lot of my time outside work expanding my knowledge further on digital platforms. I'm excited to combine my passion and aptitude into the next career challenge.

SKILLS

Prototyping · Wireframing
A/B Testing · HTML & CSS
User research · Heat-mapping

Adobe XD · Sketch
Google Analytics · Optimise
Illustrator · Photoshop
Mailchimp · Figma · Balsamiq
InDesign · Invision

EXPERIENCE

April 2020
Present

STYLIST GROUP UX DESIGNER

- Research and development of user journeys for new products, including virtual event platforms, subscriptions and digital magazine publications.
- Running AB tests and feedback surveys to locate pain points and improve the user experience on the current website.
- Developing a style guide and atomic component library to maintain consistency across the site and speed up new product builds.

Sept 2018
April 2020

eLab at A.S. WATSON UX DESIGNER

- Managing the A/B testing community - enabling stakeholders to share results and learnings to refine audience experiences and improve KPIs.
- Project managing new innovation products, leading a team of designers and front end developers.
- Designing and user testing flow diagrams, wireframes and prototypes

JUNIOR UX DESIGNER

- Supporting 15 health and beauty companies throughout Europe by providing UX reviews and expertise. Using qualitative and quantitative research methods to gather user insights and provide recommendations.

Jan 2017
Aug 2018

(SABBATICAL)

THE ASSOCIATION FOR YOGA AND MEDITATION, RISHIKESH, INDIA

- 200 hours yoga teacher training in Hatha and Vinyasa Flow Yoga.

TRAVELLING & WORKING IN AUSTRALIA

April 2016
Jan 2017

COLLINSON GROUP JUNIOR UX/UI DESIGNER

- Built wireframes and prototypes for leading bank and airline websites.
- Created User Personas for each business unit to ensure customer journeys were tailored specifically to every user type.
- Worked alongside UX architects and developers to design user interfaces and digital content, from banners to animations.

Sept 2014
April 2016

LADYBIRD BOOKS, PENGUIN JUNIOR DESIGNER

- Winner of the Penguin Design Award for my concept and design of The Wind in the Willows book cover.
- Project managed the book design process from initial concept through to final print production.
- Created and developed new book formats and discovered new illustrator talent to collaborate with.

EDUCATION

COVENTRY UNIVERSITY GRAPHIC DESIGN 1ST CLASS BA (HONS)

Sept 2010 - June 2013

- Visual Communication
- Typography
- Photography
- Branding and Advertising

SOLIHULL SIXTH FORM COLLEGE

Sept 2008 - July 2010

- Business Studies (A)
- Graphic Design (B)
- Art (B)
- Maths (C)

References and Portfolio
available on request