

Leith Brown

Senior UX Designer

leithbrownuxdi@gmail.com

London, UK • +447970414885

<https://www.linkedin.com/in/leithbrownuxdi/>

Website: <https://www.leithbrownuxdi.com/>

Dynamic and innovative professional with a demonstrated track record of executing user-centric design strategies to enhance digital experiences for clients within B2B and B2C sectors.

Possess robust expertise directing the development of website and conducting project's technical feasibility assessment. Develop strong working relationship with clients and agencies through excellent communication skill. Proficiency in using HTML, CSS, JavaScript, Optimal Workshop, Sketch, Invision, Figma, and Zeplin, contributing to creation of both low and high-fidelity prototypes and front-end development. Proven ability to deliver responsive designs and user flows for iterative project cycles. Well-versed in fostering close collaboration with cross-functional teams to achieve cohesive UI/UX integration and effective testing. Possesses exceptional communication and presentation skills honed through experience as a consultant physiotherapist, certified mediator, and teacher.

Areas of Expertise

- UX Design
- Project Management
- Responsive Web/Digital Design
- Interactivity & Usability Testing
- A/B & User Testing
- Prototype Designing
- Product Management
- Complex Problem Solving
- Front-end Design
- Team Leadership & Mentoring
- User Journey Mapping
- Stakeholder Engagement

Professional Experience

Senior UX Designer

IGD (Institute for Grocery Distribution), Watford, UK

2023 – Present

Oversee the redesign of various components for the charity's website relaunch, focusing on improving user experience and accessibility. Conduct quality assurance critiques on UAT development phases, ensuring adherence to design standards and identifying areas for improvement. Develop and maintain guidelines for the design library for better consistency in design elements. Utilise Content Square to analyse old versus new design live pages, tracking metrics such as engagement, drop-offs, exits, and conversion rates to inform design decisions and enhance user experience.

- Successfully improved UX maturity within the team and business, ultimately leading to a more user-centric approach to product development and decision-making.
- Performed meta testing for all aspects of new website designs, assuring compatibility across different browsers, devices, and screen sizes.

Product Designer

Buyagift.co.uk (Smartbox Group) – B2C, Borehamwood, UK.

2021 – 2023

Led product design efforts for UK's largest gifting company, focusing on agile projects within a dedicated tech team to enhance gift redeeming aspect of website. Managed design sprints for both UI and UX, continuously refining site design and user journeys to elevate overall UX. Collaborated with project managers, front/back-end developers, and testing teams to ensure seamless execution. Conducted market research to explore and assess competitor to inform design decisions and stay ahead in the market. Aligned project scope, anticipated user flow journey, and deliverables with team members and stakeholders, fostering a shared understanding and vision. Developed both low-and high-fidelity designs for all user journeys and endpoint scenarios.

- Partnered closely with backend testing teams to ensure functionality and performance before the website's launch.
- Facilitated ideation and team design studios sessions to conceptualise UX and UI formats, fostering creativity and innovation.
- Conducted rigorous testing and iteration cycles within sprint deadlines to validate designs and address issues promptly.

UX Designer

XpertHR.co.uk, Sutton, Greater London.

2019 – 2021

Liaised with the Lead UX to coordinate the redesign of a large international HR site in alignment with user-centric design principles. Contributed to agile projects with multiple teams, encompassing project managers, business analysts, content teams, and developers. Negotiated with stakeholders on project scope, conducted task and competitor analyses to identify pain points, and proposed solutions utilising proof of concept (POC) designs. Mapped user journeys and created user flows to optimise experience. Produced low to high fidelity designs of full, end-to-end user journeys, iterating based on feedback and user testing to achieve optimal results. Managed versioning and documentation of UI designs and functionality, ensuring clear communication and alignment among team members. Implemented responsive design principles to ensure compatibility across various devices and screen sizes.

- Worked closely with developers for seamless handover and launch, providing necessary support and clarification throughout the development process.
- Employed tools such as Jira, Teams, Sketch, InVision, and Figma for project management, collaboration, and design tasks, maximizing efficiency and productivity throughout the project lifecycle.

UX Designer

OSLR – Bedside Teaching App, Kings Cross, Central London

2019

Administered the redesign of various user flows for alpha version of the app, creating hi-fidelity wire-frame screens using Sketch for prototyping with InVision, facilitating visualisation and interaction testing. Transferred Sketch designs to Zeplin for seamless integration with front and backend development teams, fostering collaboration and efficiency. Conducted trials of the beta version of the app for medical students' courses and teaching sessions. Performed usability studies, both at desk and moderated with candidates, to evaluate user experience and identify areas for improvement.

- Engaged in rigorous testing and iteration cycles based on feedback and usability findings, ensuring continuous improvement and optimisation of the app.
- Gained extensive knowledge of mobile design – Android Vs IOS by participating in various projects.

Additional Experience

UX Designer - Precedent – Agency, London, UK – 2018 – 2019

UX Designer - Hedge My Future, Majorca, Spain – 2017 – 2018

UX Designer – GoodGym, London, UK – 2016

Education

UXDI, Associate level Programme, User Experience Design/Research, General Assembly, London, UK, 2016

Certified Mediator: Conflict Resolution, CEDR, London

Masters Level – Post Graduation Specialisation, Manipulative Therapy, Physiotherapy, University of Otago, NZ/Curtin University, Western Australia,

A-Levels, Biology, Chemistry, Physics, Mathematics and English - New Plymouth Boys High School