

ADAM WOODS

UX/UI GRAPHIC DESIGNER

DETAILS



07795547909



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adamwoodscreative.co.uk

EDUCATION

- ▶ Professional Diploma in UX Design - Accredited by Glasgow Caledonian University
- ▶ University for the Creative Arts - BA Hons Graphic Design Communication
- ▶ After Effects CC : Introduction from Media Training Ltd

KNOWLEDGE

- ▶ Product Design
- ▶ UX/UI Design
- ▶ Visual Design
- ▶ Animation Design
- ▶ Usability Testing
- ▶ Wireframing & Prototyping
- ▶ Mobile and Desktop Design

SKILLS

- ▶ Sketch
- ▶ Photoshop
- ▶ Invision
- ▶ InDesign
- ▶ Figma
- ▶ Illustrator
- ▶ ScreenFlow
- ▶ After Effects

TRAINING

- ▶ UK Finance

COLLABORATIONS

- ▶ Teams
- ▶ Slack
- ▶ Zenhub

INTERESTS

- ▶ Travel
- ▶ Music
- ▶ Sport
- ▶ Museums
- ▶ Theatre
- ▶ Photography
- ▶ Cinema
- ▶ Cooking

ABOUT ME

I'm a UX/UI Graphic Designer with experience in Agency and In-House. I'm dedicated and passionate about finding new creative solutions to our everyday problems. This could be through web, mobile or even print. I love to design intuitive designs that gives the user a memorable experiences across all platforms.

EXPERIENCES

THE JOCKEY CLUB Graphic Designer - July 2023 - Present

- ▶ Working closely with The Jockey Club brands such as The Jockey Club, The Cheltenham Festival, Epsom Derby and Randox Grand National
- ▶ Curation of paid social assets, both static and animation, ensuring they're engaging and thumb-stoppingly on brand
- ▶ Working collaboratively with other designers, marketing managers and development teams to produce best in class, award-winning work

MQUBE UX/UI Graphic Designer - Sept 2021 - May 2023

- ▶ Taking on projects from ideation and delivering beautiful yet functional journey experiences
- ▶ Conducting usability tests with both internal and external users across the business to learn about their goals, behaviours and context when working on there prospective platforms
- ▶ Applying user insights from research to ideation, sketching to ultimately provide design solutions to be tested with users
- ▶ Working collaboratively with the team to deliver responsive designs for the MPowered Mortgages website, the broker and underwriter platform interfaces

TRAILFINDERS Senior Graphic Designer - Jan 2017 - Mar 2020

- ▶ Created design solutions that have a high visual impact in order to get the clients message cross in a clear and precise way
- ▶ Generated new concept ideas for various marketing materials
- ▶ Liaising with clients, management, production team and suppliers
- ▶ Overseeing the work of the junior and freelancer designers

BLP In-House Designer - Jan 2012 - Jan 2017

- ▶ Worked on variety of materials including website, packaging, brochures, campaigns, exhibition and displays and infographics
- ▶ Liaising with illustrators, photographers and artworkers on projects
- ▶ Creating design solutions that have a high visual impact

WESTSIDE LONDON Jr/Mid Designer - Jan 2009 - Jan 2012

- ▶ Communicated with the Senior Designer on a number of jobs in delivering carefully planned and well executed solutions in print and digital format
- ▶ Designed for a number of well known clients, such as Richard Ward (Hair Products), Carnaby Street (Retail), Seven Dials (Retail), David Marshall (Jewelry Maker), True Religion (Retail), The Laboratory (Spa & Health Club), Danos and Haley (High End Travel Agency) and more