

Jessica Howden

UI/UX Specialist

ABOUT

Lead Product Designer with +9 years working within creative agencies and in-house.

I am a versatile Lead UI/UX Designer that articulates the “Why?” and the “How?” behind innovative design strategy.

I pride myself on attention to detail, flexibility, speed and quality as well as an ability to work well with others and strive to help improve the work of those around me.

EXPERIENCE

February 2020 -
Febuary 2022

Contract Lead UX/UI Designer - Nandos UK & IRE

- The creation and iteration of Nando’s re-platformed ordering site, across all 3 ordering channels. Supported on the roll out of these ordering channels
- Working alongside the design manager to create an internal design team, as well as broading the need & capabilites to the wider business
- Created and maintained their own web design system in Figma
- Test and learn approach + validating features with the appropriate user testing

November 2019 -
Feburary 2020

Contract UI/UX Designer - Selfridges

- Redesigning Web and App (IOS + Android)
- Discovery and execution of new processes

June 2019 -
October 2019

Contract Lead Product Designer - Nested

- Controlling all UI/UX related tasks for their App
- Building new innovative tools - Wireframing, designs and prototypes
- Leading User reseach + User testing
- Educating other teams with the tools and knowledge behind combining business goals and users needs
- Planning and facilitating workshops

May 2018 -
June 2019

Interactive Designer - VCCP

- Building out wireframes, designs and prototypes.
- Controlling all UI/UX related design tasks
- Completing user research and having a user centred design approach
- Combining business goals and users needs to achieve the ultimate product
- Creating and building out Design Systems
- Designing and creating sprite-sheets for Digital Out Of Home displays

March 2018 -
May 2018

Freelance UI/UX Designer

- Various ecommerce website updates
- Website heuristic reviews to improve the UX/UI

August 2015 -
March 2018

Experience Designer - Biglight

- Facilitating user research and usability tests to optimise users journeys online, lead the UX/UI for a number of large scale ecommerce platforms
- Worked alongside UX, developers, analysts and project managers
- Lead on a number of strategy based eCRM projects; testing and optimising emails to achieve the best potential click-through rates
- Building out wireframes, designs and prototypes

CLIENTS

O2	Shell	easyJet
Dominos	Cadbury	GTR
TFL	Canon	Berghaus
Wickes	Kia	Halfords
Aquascutum	Vans	Holland & Barrett
Boden	Furniture Village	Selfridges
Eurostar	George (Asda)	
Hobbs	The North Face	And many more...



SKILLS

Mobile First Design
Motion Graphics
User Interface Design
& Motion
eCRM Strategy Design
Responsive Design
Design Systems
Branding

Usability Testing
Prototyping
Customer Journey Mapping
A/B Testing
UX Wireframing
User Interviews
Heuristic Reviews
User research

TOOLS

Figma
Sketch
ProtoPie
Adobe Suite
Invision
Marvel App
Abstract
Zeplin

HTLM + CSS
Jira
Confluence

EDUCATION

University of Central Lancashire
BA Fashion Brand Management

CONTACT ME

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