

# DAVE SHAW

UX Researcher & Designer

with over 5 years of professional experience

Manchester, UK

iamdaveshaw.co.uk

dave@iamdaveshaw.co.uk

07540 305 102

## About me

I am a user experience researcher and designer with over 5 years of professional experience working at a reputable Manchester based agency. I have also achieved a Masters degree in Interaction Design and first class honours degree in Multimedia and Web Design. I utilise research, design, and psychology skills to help organisations improve their user experience and implement their digital strategy goals.

I am passionate about user centred design and making things easy for everyone to use.

## Work history

### User Experience Designer

**Mickey & Mallory Ltd • Manchester, UK • Jan 2012 - present**

At Mickey & Mallory I performed a wide range of UX tasks for clients in the education, health, research, and charity sectors. Projects involved responsive websites, mobile and tablet apps, and large interfaces.

#### Duties:

- Work in a collaborative manner liaising with clients, senior stakeholders, and end users; as well as with visual designers, copywriters, marketers, and developers.
- Organise, plan, and conduct client workshops.
- Ensure accessibility standards are met.
- Help clients understand the value of user centred design and user testing practices.
- Define information architecture and content requirements using auditing, taxonomies, and diagrams.
- Perform UX research using qualitative and quantitative methods.
- Create UX deliverables such as personas, wireframes, site maps, and prototypes.
- Measure websites against their goals and key performance indicators (KPIs).
- Optimise websites using A/B testing and other customer retention optimisation (CRO) techniques.
- Present work, findings, and recommendations to clients and senior management.

Clients include:

London School of Economics and Political Science, University of London International Programmes, School of Advanced Study, Jisc, Association of Costs Lawyers, King's Health Partnership, Tavistock & Portman NHS Trust, The National Centre for Universities and Business.

## I.T. Engineer

**Building Technology Systems Ltd • Warrington, UK • Oct 2008 - Jan 2012**

At Building Technology Systems I worked on a variety of I.T. and web related projects including: website maintenance and optimisation, content editing, graphic design, server maintenance, I.T. equipment installation and repair.

## Skills

### Research

- User testing, interviewing, and surveying
- Planning and conducting workshops
- Stakeholder interviews
- Use cases
- Personas

### Design

- Wireframing
- User journey and flow diagrams
- UI design
- Site mapping
- Content auditing
- Taxonomy design
- Card sorting
- Prototyping
- Accessibility planning
- Microcopywriting
- Persuasive design

### Evaluation

- Usability testing
- Analytics
- CRO
- Multivariate testing
- Eye tracking
- Quality and acceptance testing

### Software

- Axure RP
- OmniGraffle
- Adobe Photoshop, Illustrator, InDesign, Xd
- Sketch
- Google Analytics
- Online user testing (What Users Do, Usability Hub)
- InVision

## Education

### MSc Interaction Design

Distinction • 2011

University of Central Lancashire

### BSc (hons) Multimedia & Web Design

1st class honours • 2010

University of Bolton

### HND Computing

Merit • 2006

Wigan & Leigh College

### National Diploma in Software Engineering

Merit • 2004

Wigan & Leigh College