

DAVE SHAW

UX Researcher & Designer with over 6 years of professional experience

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About me

I am a user experience researcher and designer with over 6 years of varied professional experience in agency-side, in-house, and freelance roles.

I have also achieved a Masters degree in Interaction Design and first class honours degree in Multimedia and Web Design.

I am passionate about user centred design and use research, design, and psychology skills to help organisations improve their user experience and implement their digital strategy goals.

Work history

Experience Designer @ Fatsoma, July 2017 - present

At Fatsoma my role involved user research, wireframe design, prototyping, and testing new interfaces and concepts for the company website and mobile apps.

Duties:

- Work with a dedicated team to deliver features using an agile methodology.
- Research and design new features and improvements to the customer experience.
- Write and define acceptance criteria and functional specifications for user stories.
- Create prototypes of new features and test them with users.
- Present work to internal teams and management.

User Experience Designer @ Mickey & Mallory, January 2012 - February 2017

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 for clients such as: the London School of Economics and Political Science, Jisc, Tavistock & Portman NHS Trust, NCUB, the University of London, the Association of Costs Lawyers and the University of Cambridge.

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.

Freelance Web Design @ Freelance, 2012 - present

I have worked on a variety of freelance web related projects across a variety of disciplines including: user research, evaluation, optimisation, graphic design, and web design

I.T. Engineer @ Building Technology Systems Ltd, October 2008 - January 2012

At BTS I worked on a variety of I.T. and web related projects including: website maintenance and optimisation, content editing and graphic design.

Skills

Research

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

Design

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

Evaluation

- Usability testing
- Analytics
- CRO
- A/B and Multivariate testing
- Eye tracking
- QA testing

Software

- Axure RP
- OmniGraffle
- Adobe suite (Photoshop, Illustrator, Xd, InDesign)
- Sketch
- CRO tools (GA, Optimizely, Mixpanel)
- 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

ND in Software Engineering

Merit, 2004
Wigan & Leigh College