CRAIG ALLEN

UX & UI Designer

www.craig-allen.co.uk

hello@craig-allen.co.uk

@creatorcraig_

07577 141421

| Design Experience

Brother International Europe / UX Designer.

August 2021 - Present

Established and led the design development of our consumer supply subscription platform throughout Europe.

Discovered, analysed and tested a new information architecture that supported the introduction of our sub-domain store whilst preparing our existing websites for a migration to a new platform.

Assessed and implemented improvements for user needs to accommodate for the introduction of our Single-Sign-On system whilst delivering a complete user interface that was inline with our online brand presence.

Supported all European markets throughout commercial campaigns and objectives whilst informing stakeholders on real-time insights and data.

Paperjam Design / UX & UI Designer.

June 2019 - March 2020

Worked with globally recognised brands to create, produce and improve consumer-led platforms through a human-centred approach. Commandeered and completed projects from the research stage, to design evolution, prototype creation and frontend development.

Led and maintained all backend activty both in-house and clientele including; mirgration of platforms and file maintenance. Responsible for establishing and maintaining the business's online presence, including the launch of a new webiste and copyrighting of case studies.

Aubergine / Designer.

January 2019 - March 2019

Communicated closely with the business development and management team, designing precise presentations for all audiences and purposes including businesses, vendors and consumers. Worked within various aspects of design to increase Aubergine's establishment within the health and beauty industry.

CRAIG ALLEN

UX & UI Designer

www.craig-allen.co.uk

hello@craig-allen.co.uk

@creatorcraig_

07577 141421

Education

Ulster University / BDes Interaction Design.

September 2017 - June 2021

Learning the craft of Interaction Design at Belfast School of Art, to become a pioneer of the future.

Awards & Honors

Institute of Designers in Ireland (IDI) / Interaction Design.

Commended / November 2021

Received for the project "Affiniti".

Institute of Designers in Ireland (IDI) / Product Design in Social.

Commended / November 2021

Received for the project "Affiniti".

Other Qualifications

edX / Behavioural Economics in Action.

May 2020 - July 2020

Learning to use principles and methods of behavioural economics to change behaviours, improve welfare and make better products and policies.