

CRAIG ALLEN

A **User Experience** and **User Interface Designer** with a passion for creating **Human Centered Experiences** that can impact everyday life.

Contact

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Experience

UX/UI Designer - Paperjam Design

June 2019 – Present

Creation of low to high fidelity wireframes.
Prototyping high fidelity wireframes showing clients look and feel.
Carryout research including market research, benchmarking and user research.
Developing wireframes into fully responsive websites using HTML & CSS.
Managing and maintaining CMS websites.
Transferring and maintaining of backend data.
Set up, managing and maintaining of analytics and events for both clientele and in-house.
Designing and developing email signatures via HTML & CSS.
Creation and writing of content reflecting voice, tone & storytelling.

Designer - Aubergine

August 2017 – August 2019

Designing and redesigning PowerPoints for business, vendors and consumers.
Brochure design for introducing Aubergine to businesses and vendors.
Iconography to aid text on multiple platforms.
Data Visualisation to present data clearly to businesses and vendors.
Liaising between departments.

Customer Experience - Sainsbury's

August 2017 – August 2019

Ensuring that work area is kept to a high-quality standard.
Help customers with any enquires and complaints to ensure that the customer is satisfied with the complete experience.
Aid disabled and elderly customers to make their shopping the experience easier and hassle free.
Performing "Ask 25" and Camelot procedures when prompted.

Assistant - DJ Allen Building

June 2016 – August 2017

Assisting qualified tradesmen.
Preparing and clearing work areas.
Interacting with clients informing them of progress.

Education

BDes Interaction Design- Ulster University/Belfast School of Art

September 2017 – Present

Modules Include: Interaction Design Fundamentals, Introduction to Communication Design, Exploring Identity, Imaging and Data Visualisation, Creative Entrepreneurship, Designing with Content, Designing User Experiences & Narrative and Storytelling.

A Levels - Ashfield Boys' High

September 2014 – June 2016

BTEC Level 3 ICT - Distinction *
BTEC Level 3 Engineering - Distinction *
GCE Moving Image Arts - B

References

Katrina Smyth - Lead Designer
Paperjam Design

katlou.smy@gmail.com

Toni McKee - Customer Experience Manager
Sainsbury's Holywood Exchange

cust.experience.hollywoodexchange@sainsburys.co.uk