




# UX Consultant

 @wad\_designs  
 /in/will-duncan-11011994  
 Edinburgh, UK

+44 (0) 7532 270 362  
 will@duncanonline.com  
 willangusduncan.co.uk



## Education

### Professional Certificate in Visual Design

UX Design Institute

December 2020 - March 2021

### Professional Diploma in UX Design

UX Design Institute

May 2019 - October 2019

### Level 5 Leadership & Management

Institute of Leadership & Management

October 2017 - March 2018

### BSc with Honours - Product Design 2:1

University of Dundee, Scotland

September 2011 - May 2015

## Skills

- UX / UI Design
- User Research
- User Testing / Usability Tests
- Journey Mapping / Affinity Diagram
- Data Analysis & Interpretation
- Visual Identity / Branding
- Concept Development
- Web Design & Development
- UI Animation / Motion Design
- Wireframes & Prototyping

## Tools

- Figma
- Sketch
- Invision
- Webflow
- Adobe Xd
- Adobe Photoshop
- Adobe Illustrator
- Abstract
- Zeplin
- ProtoPie
- UserZoom
- Jira
- Confluence
- Miro

## Profile

A driven and hard working multi-disciplinary designer with experience in leading a team, rapidly learning the tools and processes applicable to the company's operations and consistently impressing employers which has resulted in fast-track advancement to a senior position in a previous role.

Possesses a comprehensive understanding of design and the capacity to identify fresh approaches. Committed to strengthening relationships and mentoring others to progress and develop the ability of the team.

## Experience

### UX Consultant // Sainsbury's Bank

February 2020 - Present

Since joining the bank as the sole UX Consultant, I have been responsible for the design and experience of all the products the bank has to offer. I am now also the principal UX Consultant for the growing Credit Card mobile app. A key part of my role is to create strong relationships with key stakeholders across the business.

- Carried out extensive user research, including multiple usability tests to improve the car insurance "quote and buy" journey. Design changes also included the layout and style of components to aid customer decision making, based on customer verbatim.
- Created and developed a research brand to enable Sainsbury's Bank to be anonymous during online unmoderated user testing. This included creating a Figma library of interchangeable assets that could be used to quickly amend designs for testing.
- Working in an agile approach with the credit card mobile app development team, making regular updates to the banking app for iOS and Android. Daily standups and retrospectives make for an ever-changing dynamic and improved remote working.
- Working alongside the UI and Accessibility Manager to ensure all design work adheres to strict WCAG accessibility guidelines, .

### UX & Web Designer // Freelance

June 2019 - Present

Over the last few years, I have worked on freelance projects for clients, either meeting them in person or through online platforms such as Fiverr. Project work has included everything from full branding and website packages, to designing UX/UI screens for mobile and desktop apps. I always advise my clients on the best strategies to use for their particular products and desired audiences.

Since I moved to Webflow for web development, it has allowed me to create clean code sites, something that is not possible with online platforms such as wordpress. All of my clients receive full end to end service including involvement at each stage of the design process. I always ensure my clients are confident with using their new CMS and hosting, and I work hard on their SEO to help them rank highly on Google.

### Design Lead // Midton

November 2017 - February 2020

After a year at midton, I was promoted to Design Lead and was enrolled on the Emerging Leaders Management course which concluded with a Certificate Level 5 in Leadership and Management. I was also responsible for the daily management of the design team.

# Awards / Achievements

## ILM

Level 5 Leadership & Management

## Dundee University 36 hour Hackathon

Team Winners

## Dundee University

Design Guru (2018)

## Duke of Edinburgh Award

Bronze, Silver and Gold

## Piano

Grade 8

## Robert Gordon's College CCF

Corporal

## Robert Gordon's College Pipe Band

Pipe Major

During my time in the role, I:

- Introduced daily stand-up meetings to prioritise and track progress of current jobs.
- Introduced an approval system to improve quality control on all work leaving the design department.
- Improved communication between the sales and design departments which created a better understanding of client's needs.
- Introduced weekly summary meetings to review the performance of the department and further discuss any issues which may have arisen.
- Created a skills matrix for each designer to identify their strengths and weaknesses, and from this, focus training on their weaker areas.
- Shortlisted, reviewed & interviewed applicants for design team vacancies, alongside the Design Director.
- Trained and mentored all new design team members.

## Graphic & 3D Product Designer // Midton

November 2016 - November 2017

I joined midton as a Graphic & 3D Product Designer working on various design projects including financial tombstones, achievement awards and design packages for high profile sporting clients.

- Product & Graphic Design - working efficiently on projects individually and with the design team.
- Manufacturing - Gained extensive knowledge in manufacturing techniques.
- Branding - involved in the redesign of the business from Midton Acrylics to midton.
- Customer Relations - various client visits including presentations to large corporates, such as Manchester City FC & Tottenham Hotspur FC.

## Product & Digital Designer // Team Magnus

January 2016 - November 2016

I worked for this growing, fast-paced e-commerce business in the children's sportswear & sports equipment sector for just under a year. I worked directly with the business owner to maximise sales through various online channels.

- Product Design - took 3 new ideas from initial design, through manufacturing and development, to finished product.
- User Experience Design - through interviews and assessment of customer reviews & feedback, I made design changes to the company's leading products resulting in a reduction in returns, more favourable reviews and consequently much higher sales.
- Graphic/Web Design - complete website redesign, product catalogues, promotional flyers, etc.