

Charlie Finn

Product Designer | UX + UI

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Profile

I am a passionate, multifaceted Product Designer with six years experience in UX and UI working with startups and small businesses to drive outcomes through design. I use agile values of flexibility, communication and collaboration to manage the design process; research, crafting user journeys, building beautiful, intuitive and functional user interfaces, and delivering high fidelity prototypes ready for testing and development. I draw on my diverse skill set in branding, motion design and art direction in my work as a UX Designer and can deliver brand guidelines and marketing campaigns for product or feature launches across physical and digital touchpoints.

I believe in Dieter Rams principles for good design, and that design enables people to live better. This belief inspires me to solve design problems and look at the bigger picture for solutions. I understand the need for user experiences to not just be useful and look good, but function beautifully for everyone, and I am driven to do this for each project I work on.

Skills

Software: Figma, Sketch, InVision, AdobeCC; InDesign, Illustrator, After Effects, Photoshop, XD

Hard skills: Wireframing, Prototyping, Project management, Branding, Animation, Art Direction

Soft skills: Effective communication, Problem solving, Critical thinking, People management

Experience

JULY 2020 - PRESENT

Unlimitid, Remote - *Product Designer*

- Worked collaboratively with Product Managers, Developers and other Stakeholders through the whole UX pipeline, to design a new user experience to link physical and digital products incorporating NFT's and other blockchain technology
- Built wireframes, low and high fidelity prototypes in Figma
- Designed branding and guidelines; logo, typography, iconography, colour palette

JAN 2019 - DEC 2022

NICCE Clothing, London - *Design Lead*

- Managed Design System across e-com and marketing; website, emails, social, retail, product
- Redesigned website using Figma with a mobile-first approach to improve customer experience
- Introduced features such as 'one-click' add to basket, cleaner layouts with greater focus on product features and a new icon based navigation
- Increased average order value by adding recommendations to product pages and 'progress' bar in cart popup to encourage customers to spend more to reach free delivery threshold
- Designed and launched a Members program to improve brand loyalty and engagement. This featured an email flow after sign up, webpage and marketing assets to communicate the benefits
- Designed new email flows before and after purchase, with motion graphics to catch attention

JULY 2022 - DEC 2022

Connolly, London - Design Consultant

- Designed new email templates for consistency in brand identity
- Led design and managed rollout of AW22 and Christmas campaigns across web and social

SEPTEMBER 2018

Ospa, London - UX/UI Designer

- User experience design for startup business focusing on well being for the workplace
- website design, branding and animated explainer video

MAY 2017

Suttons and Robersons (SUROS Capital), London - UX/UI Designer

- Repositioned *Suttons and Robersons* as 'SUROS Capital' to reach a new target market
- Designed and built a website with focus on lead generation for the sales team to achieve KPIs

JULY 2014 - APRIL 2017

PHOENIX Magazine, London - Art Director

- Art Direction of quarterly, 300 page, luxury fashion magazine built on my layout and typography skills, working closely with editor in chief to design features and layouts
- Designed a monthly bespoke, interactive iPad version of magazine

JULY 2014 - JULY 2015

Sw hype, London - Junior Designer

Developed skills and knowledge as a Motion Designer in a studio for clients ranging from John Lewis to Vodafone.

Education

DECEMBER 2022

Google UX Design Certificate

SEPT 2011 - MAY 2014

University of South Wales, Location - (2:1) BA Graphic Communication

SEPT 2009 - MAY 2011

Petroc, North Devon - A Levels; Graphic Design (B), Maths (C), Statistics (C), Chemistry (C)

Interests

Art, design and photography; being a TATE member and regularly visiting exhibitions of all styles allows me to bring a kaleidoscope of new ideas for visuals and interactions back into my work. I enjoy making and practical tasks, and recently completed a carpentry course to learn to build my own furniture. I like trying new recipes and cooking, playing touch rugby, gym, swimming, cycling, scuba diving and I love to experience different cultures and food when I travel.