

PRODUCT DESIGNER

MARTIN HALL

PORTFOLIO: [UXUIM.COM](https://uxuim.com)

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EDUCATION

- 2011-2014 ● BSc Computing with Games Development
University of Greenwich
- 2009-2010 ● ABC Diploma
University of the Arts London
- 2007-2009 ● BTEC IT Diploma
Kingston Collage

SKILLS

User experience design -- User interface design -- Front end development
Branding -- Product design -- User research -- Wireframing -- Prototyping
Version control -- Atomic design -- Stake holder management

TOOLBOX

Adobe Creative Suite -- Figma -- Miro -- Notion -- HTML5 -- CSS3
JavaScript -- JQuery -- Bootstrap -- Angular -- React -- Shopify/Liquid
Wordpress -- GitHub -- Microsoft Azure DevOps

EXPERIENCE

- AUG 2023** ● **ZERO**
CURRENT **UIUX Designer -- Cardiff**
Design responsive low/high-fidelity UI designs for an app across all phone sizes. Create marketing assets as needed, including web design, for a startup. Conduct in-depth research on banking apps to optimize user journeys in design. Develop prototypes to showcase key product aspects to investors.
- MAR 2022** ● **Aareon**
AUG 2023 **UIUX Designer -- Southampton**
1.8 YEARS Design and refine low/high-fidelity prototypes for customer SaaS applications, including new products and redesigns. Collaborate with developers to resolve system bugs and implement new features. Conduct user research with real customers to inform design decisions. Apply Atomic Design methodology to streamline future development. Establish and maintain UI guidelines and documentation.
- FEB 2022** ● **Currys**
AUG 2021 **UI Designer -- London**
7 MONTHS Create web and landing page mockups for rebrand launches. Adhere to strict brand guidelines to ensure consistency. Implement approved designs within a custom CMS. Develop and maintain UI guidelines and documentation. Quickly learn and adapt to the functionality of their custom CMS.
- AUG 2021** ● **Integrity Commerce**
JAN 2021 **UIUX Designer -- London**
8 MONTHS Design low/high-fidelity prototypes for Shopify-based websites and apps. Collaborate with developers to build and refine products on the Shopify platform. Conduct UX research, including market, user, and competitor analysis. Communicate with clients to discuss project requirements and timelines.
- APR 2020** ● **Smoke + Mirrors [Toyota]**
NOV 2020 **UI Developer -- London**
8 MONTHS Collaborate with Toyota's marketing and product design teams throughout projects. Develop web pages and custom components within their proprietary CMS using standard front-end technologies. Quickly learn and adapt to the functionality of their custom CMS.
- MAR 2020** ● **Ocean Media Group**
MAR 2018 **Front End Developer -- London**
2 YEARS Collaborate with marketing teams, managers, and product designers throughout project lifecycles. Develop multiple websites and custom components within a proprietary CMS using standard front-end technologies. Quickly adapt to and gain proficiency in their custom CMS.
- MAR 2018** ● **Ruth Miskin**
OCT 2017 **Lead UI Designer -- London**
6 MONTHS Lead the rebrand and redesign of the legacy website, including wireframing and low/high-fidelity mockups. Collaborate with back-end developers to build the new website. Design custom branding assets such as banners, logos, and email templates. Maintain strict version control while managing project timelines effectively.
- AUG 2017** ● **Telecoms World**
MAY 2014 **Front End Developer -- Kent**
3.4 YEARS I develop web pages and bespoke components based on project requirements, create custom branding assets like banners, logos, and email templates, design monthly email marketing templates, and collaborate with the marketing team to generate fresh ideas for email campaigns.