

PRODUCT DESIGNER

MARTIN HALL

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EDUCATION SKILLS

2011-2014	● BSc Computing with Games Development University of Greenwich	User experience design -- User interface design -- Front end development Branding -- Product design -- User research -- Wireframing -- Prototyping Version control -- Atomic design -- Stake holder management
2009-2010	● ABC Diploma University of the Arts London	
2007-2009	● BTEC IT Diploma Kingston Collage	Adobe Creative Suite -- Figma -- Miro -- Notion -- HTML5 -- CSS3 JavaScript -- Jquery -- Bootstrap -- Angular -- React -- Shopify/Liquid Wordpress -- GitHub -- Microsoft Azure DevOps

TOOLBOX

EXPERIENCE

AUG 2023	● ZERO 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.	AUG 2023	● Smoke + Mirrors [Toyota] UI Developer -- London	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 2022	● Aareon UIUX Designer -- Southampton		MAR 2020	● Ocean Media Group Front End Developer -- London	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.
AUG 2023	● 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.	MAR 2018	● Ruth Miskin Lead UI Designer -- London	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.
MAR 2022	● FEB 2022		OCT 2017	● Telecoms World Front End Developer -- Kent	
AUG 2021	● 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.	MAY 2014	● Integrity Commerce UIUX Designer -- London	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.
AUG 2021	● 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.	3.4 YEARS		