

Rachel Reveley

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ABOUT ME

An innovative and adaptable UX designer with 20 years of experience across a range of consumer industries.

Having started out in web design and front-end development, I've built on these skills to become a well-rounded designer who can adapt to a wide range of briefs. I've developed numerous products across multiple platforms, from eCommerce websites to enterprise reporting apps and engineering software.

As an intuitive individual who connects well with people, I often form the conduit between technology teams and operational functions. My solution-led approach is well suited to the needs of business culture, whereas a fun and friendly demeanour allows me to assist and translate complex technical scenarios to non-tech clients and colleagues with ease.

EXPERTISE

Key Skills

- Creation of practical wireframes and prototypes
- User journey planning
- Persona creation
- Requirements gathering
- Understanding processes and reconfiguring them to make user-centric
- Problem-solving and developing innovative code solutions
- Ability to quickly understand an industry and comprehend users' mindsets and motivations
- A/B and multivariate testing
- Converting qualitative and quantitative data into designs
- Visual design

- Strong understanding of the capabilities and limits of front-end code
- Responsive design and development
- Collaborating with developers and non-tech staff
- Mentoring non-technical staff

Software & Languages

- Axure
- Sketch
- Invision
- Zeplin
- Balsamiq
- Photoshop, Illustrator
- InDesign
- XD
- HTML, SCSS, Less, GIT

WORK EXPERIENCE

UX DESIGNER • WATTLE • Sept 2019 – Oct 2020

Bristol-based independent creative software company, specialising in bespoke customer relations management (CRM) tools, cloud-based content management (CMS) and software frameworks (.NET) for websites.

KEY RESPONSIBILITIES

- User research
- User journey mapping
- Prototyping
- Business analysis
- Process analysis
- Cross-platform work across app and websites
- Solution-focused client collaboration

ACHIEVEMENTS

RIBA

- Commissioned by the Royal Institute of British Architects (RIBA) to transform a spreadsheet-based fee calculation

tool into a user-friendly online interface, improving speed, accuracy, experience and accessibility

- Developed prototypes of the tool based on qualitative user research we carried out with their members and close collaboration with their team

UKCP

- Commissioned by the UK Council for Psychotherapists (UKCP) to complete overhaul the UKCP website and Find a Therapist search tool
- Ran user research with UKCP members and non-members to determine the needs and level of understanding of both types of users
- Created a prototype incorporating both the extensive user research along with common patterns and heuristic analysis

UX/UI DESIGNER • FREELANCE • Jun 2017 – Sept 2019

KEY RESPONSIBILITIES

As an independent UX/UI Designer, I expanded my portfolio and widened my skill set, working across different areas of user experience and user interface design.

ACHIEVEMENTS

fffunction

- Working with the International Aid Transparency Initiative (IATI), developed a set of personas representing their diverse complex user-base

Gen3D

- Developed a simple, accessible, and easily expandable user interface for generative design software for 3D modelling

- Utilised competitor research, best practices and analysis of expected user journey
- Led to a well-received rebrand of the organisation, incorporating a new logo, style guide, colour scheme and a basic set of start-up assets

Quadrotech

- Conducted user research through customer interviews, Google tracking analysis, heat-mapping, and a questionnaire
- Enabled Quadrotech to get a better insight into how and why their customers were using platform
- Restructured the organisation's SAAS reporting platform, working with a UI Designer to develop concepts into prototypes
- Assisted the Marketing team with website updates prior to the launch of the new platform

UX DESIGNER • intY LTD • Jan 2016 – Jun 2017

Award-winning cloud product distributor based in Bristol. Wholesaler of Microsoft products including 365, .NET and Azure, as well as cyber security solutions such as Adonis and Bitdefender.

KEY RESPONSIBILITIES

- Heuristic design process using common patterns and best practices, working independently
- Developed personas, user journey maps showing expected and actual journeys, style guides, reusable components and prototypes
- Conducted analysis of existing eCommerce environment

ACHIEVEMENTS

- Transformed a limited intranet style of service into an efficient eCommerce platform
- Responsible for the design of a new multi-level SAAS platform
- Designed a new platform that followed standard e-commerce patterns while maintaining the flows of existing users
- Produced wireframes which I then developed into a pixel-perfect framework ready for back-end coding
- Developed a new public-facing website for the company as a user research tool as a prelude to developing a version
- Subsequently redesigned the homepage based on heat mapping, click-tracking and remote session recording

WEB DESIGNER/FE DEVELOPER

Lovehoney • Sept 2010 – Jan 2016

One of the fastest growing businesses in the country and a multi-award winning online retailer based in Bath.

KEY RESPONSIBILITIES

- Worked with different stakeholders and departments including eCommerce, design and company Directors
- Data-driven UI design, A/B testing
- Pushed technical limitations and solved problems that hadn't yet been solved in responsive design for large ecommerce retail sector
- Supported and mentored non-technical staff to make them more independent
- Contributed to design of specific campaigns
- Managed change for loyal customer base with expectations
- Contributed to overhaul of website following rebrand

ACHIEVEMENTS

- Maintained a clear and professional front-end of website
- Acted as link between design and development teams
- Wrote accessible cross site code for 7 complex and large websites
- Ensured code was reusable
- Helped make the website one of the first responsive sites for a large retailer
- Innovated using own ideas and experimentations rather than copying existing code
- Became the interface between tech and content teams providing quick solutions
- Taught basic code to non tech content managers
- The responsive redevelopment project led to doubling of sales on mobile

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OTHER POSITIONS

WEB DESIGNER

Trinity Mirror Group PLC | Oct 2008 – Sept 2009

SENIOR WEB DESIGNER

Figleaves.com | Oct 2007 – Oct 2008

FE DEVELOPER

Arcadia Group | Mar 2006 – Oct 2007

WEB DESIGNER AND FE DEVELOPER

Empower Inc | Nov 2005 – Mar 2006

WEB DESIGNER/WEBSITE MANAGER

Wisechoice.biz | 2002 – Nov 2005

QUALIFICATIONS & TRAINING

Nielsen Norman Group UX Certification 2015

<https://www.nngroup.com/ux-certification/verify/>

Birkbeck, U. of London

BA Hons History of Art. Grade 2.1 2009

HULL COLLEGE

BTEC National Diploma Design, specialising in Graphic Design 1999

HULL COLLEGE

A-Level Graphic Design 1999

HULL COLLEGE

A-Level Art 1999

OTHER INTERESTS



Making ceramics



Reading



Art history



Historic places



Sleeping