

Rachel Reveley

Web/UX Designer

UX designer - intY Ltd

Jan 2016 – June 2017

I was responsible for the design of a new platform for the distribution of cloud software to resellers.

Tasks include user research, persona generation, requirements gathering, user journey design, site mapping, wire-framing, prototyping, front-end development and visual design.

HTML, CSS, Less, SASS, Axure, Photoshop, Illustrator, Sublime, Git (Source Tree), Agile

Web Designer/FE developer - Lovehoney

Sep 2010 – Jan 2016

I built a LESS powered framework to run several responsive and fixed width eCommerce sites from a 90% shared code-base with the aim to make improvements to user experience easier to deploy. I also overhauled the design to work responsively rather than as a fixed width website.

HTML, CSS, Less, Balsamiq, Photoshop, Illustrator, Sublime, Git (Github GUI and Command Line), Agile

Web Designer - Trinity Mirror Group PLC

Oct 2008 – Sep 2009

I worked within the central digital team working on projects across a range of newspaper, property, business directory and hyper-local sites and was responsible for user experience design, user interface development and front end coding.

See less

HTML, CSS, Photoshop, Illustrator

Senior Web Designer - Figleaves.com

Oct 2007 – Oct 2008

My main responsibility was for the design of on-line campaigns with some coding as well as design for printed material such as leaflets and inserts. My personal objectives whilst at figleaves.com were to increase the basic interaction between the customer and the website to improve the engagement of users and improve the quality, accessibility and efficiency of the site.

HTML, CSS, Photoshop, Illustrator, InDesign

FE Developer - Arcadia Group Ltd

Mar 2006 – Oct 2007

This role required a very high standard of CSS and XHTML working across the company's brands Burton Menswear, Dorothy Perkins, Evans, Miss Selfridgde, Topshop, Topman and Wallis.

The brands owned by Arcadia Group all use the same XHTML templates with the designs differentiated solely by the CSS. I single handedly built the CSS for Evans when they moved in-house and worked on daily updates and rich media emails for all the brands.

The work was fast paced with pages going live each day and often having a tight turn around.

HTML, CSS, Photoshop, IBM Websphere

Other positions

Web Designer and FE Developer - Empower Inc Nov 2005 - March 2006

HTML, CSS, Photoshop, Illustrator, SEO

Web Designer/website manager - Wisechoice.biz 2002 – Nov 2005

HTML, CSS, Photoshop, Illustrator, SEO, IIS, iMail

Skills

Prototyping, Wireframing, User journey planning, Persona creation, Visual Design, Requirements gathering, Responsive design and development,
HTML, CSS, Less, SCSS, Photoshop, Illustrator, Axure, Balsamic, InDesign, Git, Agile

Qualifications & Training

Nielsen Norman Group UX Certification 2015

Birkbeck, U. of London - BA Hons History of Art, specialising in British 19th century painting.

Grade 2.1 2004 – 2009

Cumbria Institute of the Arts - Graphic Design 1999 – 2000

Hull College - A-Level Graphic Design 1998 – 1999

Hull College - Btec National Diploma Design, specialising in Graphic Design 1997 – 1999

Hull College - A-Level Art 1997 – 1998

Sydney Smith School - 8 GCSEs Grade B-C 1992 - 1997