Ishmael bennett BA(hons)

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BIO

A Bachelor of Arts Degree in Design. I have 15 years' experience in design and digital marketing. I consider my strengths to be in strategy and design but I'm able to dabble in research as well. An extremely warm, resilient and enthusiastic person with a strong problem-solving mentality. My freelance activities involve scoping and quoting for new contracts, delivery of web projects, and project management.

EXPERIENCE

Christopherward.com (ecommerce), Maidenhead –*Digital Content Manager & Content enricher*
February – July 2020, Contract

· Manage the company website using Magento/Salesforce. I worked closely with the line manager and the marketing team to help deliver various marketing promotions to drive sales.

· Improve the website look and feel using various UX processes.

· Built high definition content and landing pages using bootstrap.

· Develop, Design, schedule Emails

The Creative Engine (Design Agency), Surrey –*UX Designer,Frontend Developer, Motion Designer, eLearning Designer*
May – December 2019

· Redesigning the company website using Wordpress. I produced wireframes, prototypes, user flows and user research. I worked closely with the stakeholder and the creative team to help improve the website look, feel and performance.

· I helped storyboard and design elearning content for Sonos. This involved using adobe after effects and Articulate Storyline. I produce 3D rich media for retail staff so they could learn the product efficiently.

· I produced user research, user flows and prototypes for the Weber product selector. To help visualise the product I held user feedback sessions to scope out the business needs. This went on to become prototypes using Adobe XD.

SKILLS

⌐ Visual/interactive design
⌐ Visual design
⌐ Project management
⌐ Branding
⌐ Motion graphics

UX Skills:
⌐ Problem solving
⌐ Design process, research and strategies
⌐ User centred design principles
⌐ Storyboards
⌐ Wireframing & prototyping
⌐ User Research
⌐ Manage time, priorities and deadlines with little supervision

Tools
⌐ Invision app/Studio Beta
⌐ Adobe creative suite
⌐ Sketch
⌐ 3Ds max
⌐ Magento 1.9/ Salesforce

Web code:
⌐ HTML/CSS
⌐ SASS/LESS
⌐ Bootstrap/uikit
⌐ Wordpress – Underscores
⌐ JavaScript (basic)

EDUCATION

University of Hertfordshire — *BA (Hons) Digital Practices (Design), BTEC HND in Digital Modelling and Design*
· Sept 1999 – June 2002

Reading School of Art and Design — *BTEC National Diploma in Computer*

[Weber lo-fi Prototype](#)
[John Lewis web app hi-fi prototype](#)

Accident Advice Helpline, Watford— *Frontend Developer, UX Designer, Graphic Designer*

December 2011 - 2018

· Redesigning a range of websites for accident advice helpline. I work closely with the stakeholder, marketing, SEO and backend development scrum teams to design and develop these projects using ux processes. These involve competitive research,user research, personas, user journeys, sitemaps, wireframes, style guides and prototypes (invision & XD).

· Improved clickability and bounce rates on our sub domains by using google analytics and user testing.

· I designed UI components to develop a design system to give our websites a consistent, visual and function use to the users.

· Collaborating with the stakeholder to help plan user testing on the new accident advice helpline website.

· Working closely with our SEO team to visualise UI design decisions across web applications and landing pages.

· Participate in regular design reviews and effectively communicate reasoning for proposed solutions. Recommend improvements in process and workflow.

· Created sketches, storyboards, wireframes and prototypes using sketch to communicate user flows and interactions across print, landing pages, emails, banner and animation designs.

· Frontend Development over 25 websites using WordPress cms and bootstrap framework.

· Basic JavaScript, php and Jquery coding.

· AB testing, analytics and heatmap research.

· 2D/3D Motion Graphics and designing rich media.

[Accidentadvicehelpline.co.uk UX/Graphic/Web work](#)
[AAH motorbike case study](#)

Comet, Rickmansworth — *Email design & developer, elearning designer*

March 2011- December 2011
· Develop, Design, schedule Emails
· Design, Strategies, developed, Storyboarding elearning modules

Yell Adwords, Reading — *Frontend developer, UI designer*
January 2011 - March 2011
· Collaborating with the stakeholders managing website frontend and

content amends.

· Designing wireframes for use in the yell.co.uk template library.

Teacher, Slough – *Young People's Centre*

February 2011 – October 2012

Designed and delivered all aspects of an ten week teaching course on web design and multimedia including the planning of the syllabus and supporting materials, and ongoing email support for participants. Ran a full beginners course on web design, building and freelancing.

Freelancer – *UX/UI Designer, Webmaster, Digital Marketing, Motion designer*

October 2006 – Ongoing

Project managing clients' varied design requests, such as web design, digital marketing assets, UX/UI design and animation. Working with stakeholders of all levels to deliver to demanding deadlines.