

## ABOUT ME

Accomplished UI/UX Designer with a comprehensive background in digital strategy, project leadership, and creative innovation.

Specialising in user-centred design methodologies, I leverage in-depth research and design thinking to develop accessible, engaging digital experiences. My work spans across project management, digital media, and graphic design, with a commitment to solving complex design challenges through intuitive solutions.

## SKILLS

### PROFESSIONAL

Expertise in end-to-end project management and UX strategy execution.

Proficient in client relations, ensuring clear communication and tailored solutions.

Strategic planning and team leadership, fostering collaboration and innovation.

Effective time management and analytical skills for problem-solving.

Marketing insights with a focus on quality assurance and budget oversight.

### TECHNICAL

Figma  
Adobe Illustration  
Adobe XD / Sketch  
HTML/CSS Understanding  
Video Editing - Final Cut Pro X  
Graphic Design Skills  
SEO Techniques  
Rank Math / SEMrush  
Wordpress  
Woocommerce  
Cpanel  
OS based  
Strong AI understanding  
InVision  
Mailchimp  
Google Suite

## PORTFOLIO

# CHRISTINE HAIRE

5+ YEARS EXPERIENCE IN UI/UX DESIGN

+44 7463286 986

christine@prestofox.com

Uckfield, East Sussex

christinehaire.com

## EXPERIENCE

### WEB & APP UI/ UX DESIGN LEAD

Apr 2023 - Present

Presto Fox Media Ltd, Uckfield, East Sussex

#### Client Relations & Contract Negotiation:

Enhanced client communication and onboarding, tailoring services to meet diverse needs.

#### Design Leadership:

Directed the creation of intuitive, user-centric interfaces, focusing on accessibility and engaging aesthetics to elevate the user experience.

#### Strategic Project Management:

Oversaw the complete lifecycle of web development projects, ensuring timely delivery and adherence to budget and quality standards.

#### WordPress Expertise:

Developed WordPress sites via element or and custom CSS & HTML with a focus on responsive design and performance optimisation, leading to better site speed and SEO rankings.

#### User Research & Feedback Integration:

Conducted user research to inform design decisions, developed prototypes, and incorporated user feedback, ensuring products meet target audience needs.

#### Cross-functional Team Coordination:

Fostered collaboration between teams and maintained client communication, ensuring projects align with client visions and goals.

#### Innovation & Technology Adoption:

Utilised advanced design tools and stayed updated with industry trends to enhance design quality and efficiency.

### UX DESIGN & PROJECT MANAGEMENT CONSULTANT

Feb 2022 - Apr 2023

Creative Brand Design, Guildford, Surrey

#### UI/UX Strategy Development:

Created and implemented user-centered design strategies, leading to intuitive and engaging interfaces via prototyping and wireframing.

#### User Research Leadership:

Directed comprehensive user research efforts to inform design choices, resulting in products that resonate with the target audience and drive engagement.

#### Team Management:

Managed a diverse team of designers, developers, and specialists, ensuring seamless collaboration and delivery of projects on time and to the highest standards.

#### Project Delivery Oversight:

As project manager, I ensured all deliverables met or exceeded client expectations through rigorous quality control, timeline management, and resource coordination.

#### Tool Proficiency:

Utilised industry-leading tools including Adobe Creative Suite, XD, AI, and Figma for crafting high-fidelity designs and prototypes, ensuring exceptional visual and functional quality of all projects.

### DIGITAL DESIGN AND SOCIAL MEDIA STRATEGIST

Jan 2017 - Jan 2022

CH Websites, Cavan, Ireland

#### Website UI/UX Design:

Designed and developed user-friendly, aesthetically pleasing websites using WordPress and Cpanel, focusing on enhancing the user interface and user experience to align with client objectives.

#### Brand Innovation:

Stayed ahead of social media trends to keep client brands relevant and engaging, incorporating new strategies into project workflows for dynamic online presence.

#### Social Media Content Creation:

Produced original and compelling graphics and videos for social media platforms, ensuring content aligned with client branding strategies and engaged target audiences effectively.

#### Branding Consultancy:

Provided branding advice and creative concept planning, guiding clients in establishing or refining their brand identity for a stronger market position and cohesive brand messaging.

#### Social Media Management:

Managed content strategy, writing, posting, and scheduling across social media channels, ensuring consistency with marketing goals and enhancing brand engagement.

#### Organic Marketing Strategies:

Implemented SEO techniques for social media and websites to boost organic reach and engagement, integrating these strategies into the overall marketing plan for maximum impact.