



HA

User Experience Designer

Harriet Atherton

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ABOUT

Senior Product Designer working at a tech consultancy based in London. Worked with a wide range of clients across multiple industries including fintech, eCommerce, property, telecoms, and research. Proactive thinker with an aptitude for problem solving, excellent research and analytical skills.

SKILLS

- User Research
- User Journey Maps
- Usability Testing
- Wire framing
- Prototyping

TOOLS

- Figma
- Adobe XD
- Balsamiq
- Jira
- VWO
- Userlytics
- Hotjar

EDUCATION HISTORY

CAREER FOUNDRY

JUNE 2020 – NOVEMBER 2020

Online Certificate in UX Design.

TRINITY COLLEGE DUBLIN

2013– 2017

Bachelors Degree in Economics and Business, obtained II.1

UNIVERSITY OF TORONTO

2015 – 2016

Exchange Program, Economics and Business, I.1 | 3.7 GPA

WORK EXPERIENCE

RADICALLY DIGITAL

Senior Product Designer | London | January 2022 – Current

Mentored and supported junior designer on client.

Conducted A/B testing using VWO, testing different hypothesis using design variants to optimise conversion.

Conducted user research including user interviews and testing to identify user needs and pains points, and used insight to create personas.

Led workshops with senior stakeholders to define the user problem, identify user needs and business requirements.

Product Designer | London | February 2021 – January 2022

Created full end-to-end products acting as lead designer.

Collaborated with developers, product owner and scrum master to ensure designs were technically feasible and deliver the final user-centric product.

Facilitated workshops with key stakeholders to identify requirements and gather research.

Created wireframes, hi-fidelity screens and prototypes.

Analysed data from Google Analytics and Hotjar to assess user experience.

Presented design solutions to stakeholders, communicating my rationale.

HYDROTOPS

Freelance UX Designer | Remote | November 2020 – January 2021

Creating the responsive web application for a plant nutrient manufacturer.

Conducted market research and established site map and user flows.

Sketching low fidelity wireframes, developing visual design, high fidelity screens and interactive prototypes.

Created style guide keeping in line with brand guidelines.

Collaborating with developer to ensure design is technically feasible and deliver final product.

BANK OF IRELAND

Corporate Banking Associate | London | Jun 2017 – Feb 2020

Worked on the UK Consumer team.

Asked customers relevant questions to get a full understanding of their business and researched the industry and competitors to complete credit analyst.