Stephen Cleary
Product Designer

stephenclearydesign.com
stephen_97@live.com

I'm an enthusiastic designer with experience creating and enhancing customer-centred digital products. I solve complex design problems in creative ways, drawing on insights from user research and data analysis.

—

Education

Professional Diploma in UX Design
Jan 2020 – Nov 2021

UX Design Institute

BA Geography (First Class)
Sept 2015 – July 2018

Royal Holloway, University of London

A-Levels: Graphic Design, Biology and Geography
2013 – 2015

Barton Peveril College

Skills

Research

Usability Testing
Depth Interviews
Workshops
Online Surveys
Competitive Benchmarking
A/B Testing
Quantitative Data Analysis
Heatmap Analysis
Customer Journey Maps

Design

Interaction Design
Wireframing
Prototyping
User Flows
Information Architecture
Design Systems

Coding

HTML5
CSS3 & SASS
Javascript (beginner)

Work Experience

Digital Product Designer
British Heart Foundation | Sept 2022 – Present

- Owning the end-to-end design of key customer journeys and web sections, including donation forms, events pages, health condition articles and the sitewide search feature.

- Conducting in-depth user research, including usability tests, interviews, surveys, user journey maps and heatmap analysis to unearth customer needs, behaviours, concerns and interests.

- Facilitating stakeholder workshops, affinity mapping sessions and collaborative meetings with team members to deliver conversion-focused design improvements.

- Updating and organising the BHF Design System, ensuring components meet accessibility standards and are clearly annotated for Developers.

Digital Communications Officer (UX Design)
Royal Holloway, University of London | Feb 2019 – Sept 2022

- Project managed the development of the new Virtual Experience and designed the university's first Online Prospectus.

- Conducted user research, facilitated workshops and analysed user insights to inform development plans.

- Utilised data from Google Analytics, Hotjar and the University's social media accounts to produce monthly reports and development proposals.

- Designed user-centred features and functionality for the course finder.

- Worked collaboratively with a team of software developers in 2-week Sprints to make regular improvements to the website.

- Hosted meetings and drop-ins to train staff on using the CMS (Umbraco) and to provide updates on new features.

Brand and Website Designer (Freelance)
Clear Design Studio | March 2018 – Present

- Carrying out brand and website design projects for a range of clients, including Hoyer UK, Beacon Farm, Fractal Picture and Harbour Church.

- Analysing project briefs and communicating effectively with clients to ensure the final designs fulfil their requirements.

- Conducting user and competitor research to assist businesses with their brand strategy and to inform design decisions.

Tools

UX Design

Figma
Miro
Adobe XD
Sketch
InVision
Axure
Camtasia

Data Analysis

Google Analytics
Google Ads
Hotjar
Glassbox
Mouseflow

Agile

Jira
Azure DevOps
Asana
Notion

Marketing and Design Specialist
Ogilviedavies Ltd | July 2018 – Feb 2019

- Marketed Ogilviedavies Ltd's subsidiary companies, including London Steakhouse Company, Braywood House, Bacana Sangria and Dine & Gift.

- Utilised Google Analytics, Customer Relationship Management (CRM) tools, surveys and the company's own sales analytics software to better understand customer behaviour.

- Project managed the re-design of London Steakhouse Company's website, working closely with an external website design agency.

- Designed digital media and stationery, including weekly newsletters, promotional webpages, menus and tent cards.

Marketing and Innovation Intern
Truth Consulting | June 2017 (placement)

- Worked with clients to conduct focus groups and obtain unique customer insights.

- Created customer journey maps and personas to be presented to clients.

- Planned and designed campaigns in workshops and meetings.

Graphic Designer
Pro Vision Planning & Design | June 2016 – July 2016 (placement)

- Used stakeholder briefs to create Design and Access Statements for the company's clients.

- Produced graphic boards for public consultation events.

- Communicated design ideas to other staff members.