



JOSHUA DAVIS

UX/UI DESIGNER

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SKILLS

Competitive Benchmarking /
Online Survey Design and
Analysis / Usability Testing /
Heuristic Evaluation

Affinity Diagram Sessions /
Customer Journey Mapping

Information Architecture / User
Flow Diagrams / Interaction
Design / Screen Sketching /
Design Principles / Design
Patterns

Low and Medium Fidelity
Prototyping (Sketching and
Figma) / Wireframes

TOOLS

Figma / Adobe CC / Affinity
Suite / Survey Monkey / MS
Office / Google Docs /
Wordpress CMS / Elementor
Page Builder

EDUCATION

Prof. Certificate Visual Design -
UX Design Institute (2021)

Prof. Diploma UX Design - UX
Design Institute (2021)

Small Business Incubator Course
- Hatch Enterprise (2016)

BSc (Hons) Product Design -
Bournemouth University (2005)

EXPERIENCE

BRAND CONSULTANT & WEB DESIGNER (UX/UI) - FREELANCE (Oct 2021 - Present)

- Managed rebrand of a luxury event caterer, rolling out new brand strategy and visual identity
- Redesigned and launched company website, including - competitor analysis, user flow, information architecture, interaction design (including forms)
- Interviewed clients as a content strategist to develop website copy
- Built website using Wordpress/Elementor, SEO optimisation
- Designed digital assets, client proposals, personalised/branded items

UX/UI DESIGNER (Jun 2020 - Sep 2021)

- Developed a mid-fi prototype airline flight booking system with full set of wireframes for handoff as part of the final submission for a Professional Diploma course in UX Design
- Designed a set of nine screens for a responsive Banking Website as part of the final submission for a Professional Certificate course in Visual Design

EVENT MANAGER/PRODUCER - FREELANCE (Sept 2012 - Mar 2020)

- Planned and executed high profile events for up to 1500 guests, managing suppliers and in-house service teams, while acting as client liaison
- Designed and produced numerous themed events
- Created a set of commercially successful, purpose built themed food stations for use at client events
- Supported sales team with development of new quoting template, and utilising CRM system more effectively

SENIOR MARKETING EXECUTIVE - PRICEWATERHOUSECOOPERS LLP (Apr 2010 - Aug 2012)

- Managed all internal comms for the business, including contribution to internal News Channel via CMS
- Brand champion for the business including roll out of rebrand
- Launched suite of marketing collateral including copywriting, design and production
- Managed all marketing finances for a budget of £1.3M