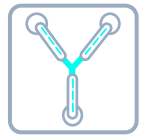


Ross Nicholls

Web & Product Designer | BA (Hons) Graphic Arts 2:1 | BCS UX Certified



www.rossnicholls.co.uk ♦ rjnicholls79@gmail.com ♦ 07543765319 ♦ Fleet, Hampshire

Experience

Various Clients

Oct 2020 - Oct 2021

Jan 2024 - Present

Freelance Designer

Front End Developer

During the pandemic, I found myself picking up contracts on a freelance basis. I had two main 6-month projects with some web design inbetween, working on a Healthcare Professional Portal for Galderma and a cloud software solution for MCS rental. On both projects, I worked closely with users to capture pain points and features: producing detailed wireframes, user flows/journeys, prototypes and UI design systems. After a two-year break: I am, at present, back working for various clients on a contract basis.

Nucleus Global

Oct 2021 - Jan 2024

Senior UX/UI Designer

Front End Developer

Nucleus Global is a team of 900+ Scientific Communication experts. I worked with clients such as GSK, Merck, AbbVie and Pfizer to name a few. Within our team I lead many big Healthcare Professional Portal projects. My role covered 90% of the design lifecycle from: capturing requirements, producing wireframes, user flows/journeys, prototyping, web and user interface design. I used a wide range of design techniques within my role: online workshops, sketching and atomic design systems. Using HTML and CSS, I handled the styling of most projects I led.

Lifetime Legal

Nov 2018 - Oct 2020

Lead Product Designer

Front End Developer

Leading the user experience and interface design on a UX driven product/digital team within the legal/property sector. I had three major projects within my time at Lifetime Legal. My duties included working agile with the development team and mentoring junior staff. Along with this: my work spanned: taking functional requirements and specs, workshops, design sprints, research, personas, user flows, user interviews, wireframes, prototyping, UI design and front end development using Vue.js.

DotLabel

March 2018 - Nov 2018

Senior UX/UI Designer

Front End Developer

Creating UX/UI across a variety of digital platforms from web apps to websites. Working with brands such as Utilita, Monkey Shoulder and Drambuie: my duties included leading all aspects of the digital process. This included functional requirements, workshops, personas, task based scenarios, wireframes, sketching, user journeys, UI design and front end development.

The Dev House

Nov 2016 - March 2018

UX/UI Designer

Front End Developer

My role was to come in and create digital products across a suite of start ups and existing businesses within the automotive and property industry. Working with some big brands, including Jaguar and Landrover: my duties included brainstorming and crafting UX, UI, systems, web/ print design and front end development.

Skills

I have experience working with teams, users and as a solo designer. I enjoy sketching, brainstorming ideas, researching, UI design and creating wireframes at varying levels of fidelity.

Adobe CC
Adobe XD
Figma
IA
User journeys
Discoveries
Miro
Mindmapping

Web design
Style guides
Atomic design
Typography
Task based scenarios
Wireframes
Mobile First
Prototyping

Personas
Design sprints
Digital illustration
Iconography
HTML
CSS/Sass
JavaScript
Bootstrap