



# Juliet Rowley

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I'm a talented user experience designer with extensive experience in user interface design, and I'm passionate about creating elegant and usable digital interfaces.

I relish balancing the potential of developing technologies with user experience and expectations, working professionally on websites, mobile apps, microsites, TV menu systems, and emails. By leading collaboration with team members and other stakeholders, I ensure that we deliver exceptional functionality.

## Key Achievements

- Designed the IA, user flows and responsive wireframes for Clicks eCommerce website, providing health and pharmacy purchasing, prescription management, and browseable health information.
- Designed the user experience for the Great Wine Company eCommerce website, providing multiple paths to products via recommendations and content discovery while prioritising conversion.
- Conducted usability review of prototype UI for drawing custom map search areas on Zoopla. Designed UI for feature launch based on review and feedback. Subsequent improvements to user search flow based on usability and AB testing, and KPI analysis.
- Designed functionality enabling 1.2 million users to create groups on the Mendeley social network, with collaboration, content creation and sharing. 120,000 groups created; key to company's monetization strategy; presented to the White House Open Government Initiative.

## Experience

June 2013 - present Senior User Experience Designer

Born Group – Digital agency specialising in eCommerce

- Lead agency UX designer delivering the UX strategy, information architecture, user flows, wireframes and prototypes for websites and native apps.
- Working on large-scale responsive eCommerce and content-led websites and apps across the entire project lifecycle: from requirements gathering to technical liaison throughout the development and testing processes. Other key responsibilities include running workshops and focus groups.
- Clients include: Access Self Storage, Argos, Basware, Builders, Clicks, Great Wine Company, Miasuki, Pernod Ricard, Red Bull Shop, WeddingSite, Vintage Books.

Mar 2012 - June 2013

User Experience Designer

Zoopla Property Group – Property portal, an Alexa UK Top 50 site

- Designed complex, interactive experiences across multiple channels and brands. Working on user flows, wireframes, interactive prototypes and visual designs for highly dynamic desktop and mobile-optimised website features.
- Ownership of User Experience at the company, including user testing and self-directed promotion and design of key UX improvements.
- Responsible for ensuring consistent, pleasing experiences across desktop, mobile and TV channels.

**Nov 2009 - Dec 2011**

**Web and User Interface Designer, and Team Lead**

Mendeley – *Startup company acquired by Elsevier, April 2013*

- Designed website, multi-platform desktop software and iOS user interface features for Mendeley's reference management capability, document catalogue and collaborative academic social network. Work included information architecture, user flows, interaction design and visual layout.
- Multiple large-scale projects undertaken to develop new functionality, from initial specification and wireframes to visual design, and subsequent iterations based on KPI performance.
- Employed as the startup company's first designer. Established the design team's responsibilities and deliverables, built the team, and mentored interns and junior designers. Key strategic role in championing user experience, developing project workflow and process changes.
- Managed priorities and resources inside the design team, and the implementation of projects within agile development teams, including QA representatives, other designers and external contractors.

**Sep 2007 – Nov 2009**

**New Media Designer**

Sequel Group – *Corporate communications agency*

- Designed, developed and deployed websites, HTML email templates, interactive PDFs and banner ads. Designed layout and visual style for multilingual corporate intranet microsites.
- HTML, CSS and JavaScript development with an emphasis on usability and accessibility.
- Clients included Vodafone, Unilever, NBC Universal, Telefónica O2, BSkyB and Essex County Council.

**Sep 2005 – Sep 2007**

**DVD Author and New Media Programmer**

DGP – *Post Production agency*

- Integral member of task force set up to prepare for the upcoming HD DVD and Blu-ray technologies. Seconded to Los Angeles studio to author commercial Blu-ray projects, and trained staff.

**Sep 2004 – Aug 2005**

**Teaching Assistant/Workshop Co-ordinator**

Brunel University – *School of Engineering/Design*

## Education

**Sep 2001 – Jun 2004**

**BSc (Hons) Multimedia, Technology & Design, 1st class**

Brunel University – *Dept of Electronic/Computer Engineering*

## Technical skills

Wireframing and rapid prototyping in Axure, HTML & Balsamiq.

Photoshop, Illustrator, Flash, InDesign and Dreamweaver.

Standards-compliant HTML5 and CSS3, JQuery.

## Hobbies

Photography, reading, cookery, travel.

*References available on request*

## Personal details

Nationality: British

Driving Licence: Full, clean

