



LYNDSAY TOUGH

USER INTERFACE DESIGNER

HELLO

For the past 7 years, I have had the pleasure of designing for some big UK brands, including: Sainsbury's, House of Fraser, Dyson, Vodafone and Sky.

I am a UI designer with a passion for creating beautiful and seamless user experiences that solve real problems. I have an extensive understanding of e-commerce strategy and design.

With a Digital Design background, I have an excellent eye for detail and a strong understanding of designing for all digital platforms. I have excellent communication and organisational skills and the ability to work precisely in a fast paced environment.

When I'm not designing, you'll find me at the gym, playing netball, at a food market or socialising.

GET IN TOUCH

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EXPERIENCE

SAINSBURY'S [LONDON]

UI / UX EXPERIENCE DESIGNER
OCT 2018 - PRESENT

During my time at Sainsbury's, I've worked across 4 very different products, including: finance, service design and mobile apps for both customers and colleagues. Whilst continuing to practice and grow my UI design strengths, I have expanded my knowledge as a UX designer significantly through regular testing, UX methodologies and collaboration with engineers and product owners. I work on end to end projects, from identifying a problem, researching, hypothesising and designing solutions, whilst continuously testing a design with users and engineers.

I'm currently working on Sainsbury's SmartShop, a 'scan as you shop' proposition which has a mobile app, in store colleague app and in store handset device. I work with product owners and engineers to continuously improve the overall experience by using analytics and customer feedback to create engaging and accessible designs for iOS and Android.

I previously worked on the Sainsbury's Food to Order customer website and colleague in store app. In February, I took part in a two week mentorship sprint introducing the Sainsbury's Bank team in Edinburgh to an agile way of working and educate on UX methodologies and the importance of regular testing. I was also embedded in the Sainsbury's Identity scrum team, where I created journey flows and designs for a single sign in, customer account service to be used across all Sainsbury's products.

HOUSE OF FRASER [LONDON]

USER INTERFACE DESIGNER
MAY 2018 - OCT 2018 [6 MONTHS]

After demonstrating customer empathy and a passion for solving design problems, I was asked to join the CX team as a User Interface designer. I worked in an agile environment, collaborating with product owners, engineers, stakeholders and UX designers to ensure I produce beautiful, functional design that works.

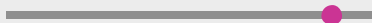
I improved conversion and onward journeys from PDPs by highlighting customer pain points through heat mapping and task analysis.

DIGITAL DESIGNER
OCT 2017 - MAY 2018 [8 MONTHS]

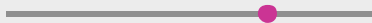
I designed assets for the weekly website refresh on the homepage, category pages and signposting banners, followed by building in the CMS. I gave creative direction and strategy input on campaigns and promotions across all digital channels. I produced new templates and guidelines for our email channel to ensure they were optimised across all devices. I mentored 4 junior designers whilst planning the team's work schedules.

CORE SKILLS

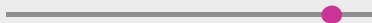
ADOBE SUITE [Ps Ai Id]



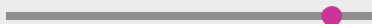
FIGMA / SKETCH



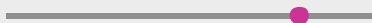
COMMUNICATION



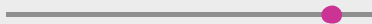
USER ADVOCACY



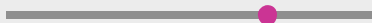
AGILE WORKING



COLLABORATION



TESTING & VALIDATION



GET IN TOUCH

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DYSON LTD [MALMESBURY HQ]

DIGITAL DESIGNER

APR 2014 - OCT 2017 [3 YEARS, 7 MONTHS]

During my time at Dyson, I had 2 roles. For my most more recent role, I was chosen to be a design lead for Digital leap - a project set to redesign the Dyson website, making it responsive and improving the overall customer experience. I inducted and mentored new team members and presented our new UX Principles to educate the digital team and wider business. In addition to design work, I defined page content and hierarchy for each product page for the UK, USA and Japanese Dyson websites.

The first role was NPD Digital Designer where I worked on new product launches end to end, from the marketing strategy to creative direction to asset output. Product launch deliverables would include engaging digital designs for: CRM, social media, external retailer websites, external advertising display and Dyson.co.uk whilst maintaining creative consistency across non-digital platforms.

GGMR LTD [CORSHAM]

GRAPHIC DESIGNER

JULY 2012 - APR 2014 [1 YEAR, 10 MONTHS]

I worked on a range of big brands both in the agency and on secondment in client head quarters. When based in the GGMR agency, I supported the Creative Director in pitch document creative and strategy. I also redesigned the GGMR website making it responsive and worked on wireframes with the UX designer to improve the overall user journey. I produced CRM and flash banners for clients such as Dell and Vodafone.

SKY [GGMR SECCONDMENT - MIDDLESEX]

JAN 2014 - APR 2014 [4 MONTHS]

I produced signposting for Sky.com, CRM and social media ensuring that campaign and promotional creative was consistent across channels.

VODAFONE [GGMR SECCONDMENT - NEWBURY]

JUL 2012 - MAY 2013 [10 MONTHS]

Asset creation and production for new product launches for Vodafone's biggest brands, including: Apple (iPhone & iPad), Samsung, HTC, BlackBerry, Windows and Nokia. I also produced digital creative for brand campaigns and promotions for the GB&I website and CRM.

AWARDS

BEHAVIORS AWARD: ARCHITECT

DYSON - MARCH 2017

Nominated by team mates for "Demonstrating ambition to achieve whilst being a 'fountain of knowledge'. For mentoring and motivating team mates and being the main go to person for support and problem solving."

EDUCATION

USER EXPERIENCE DESIGN - 1 WEEK ACCELERATED COURSE

GENERAL ASSEMBLY [ALDGATE EAST] - AUG 2018

BA (HONS) GRAPHIC DESIGN [UPPER SECOND CLASS HONORS]

DE MONTFORT UNIVERSITY [LEICESTER] - 2009 - 2012 [3 YEARS]

FOUNDATION DIPLOMA IN ART AND DESIGN [DISTINCTION]

FERNDOWN ARTS SCHOOL [FERNDOWN] - 2008 - 2009 [1 YEAR]