

# Dara Williams

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## PROFILE

I'm an interaction designer with over 11 years experience across many sectors and can take a project from initial project concept to launch. I work very closely with clients, other designers & developers to define the best user experiences across multiple platforms and devices.

- I explore, define and recommend new tools and approaches to solve creative goals.
- Over the years I have also gained basic skills in HTML/CSS and print design.

## SKILLS

### Technical skills

Axure  
OmniGraffle  
Illustrator  
InDesign  
Microsoft Office  
Photoshop  
UXPin  
HTML/CSS (Basic)

### Key competencies

Interaction Design  
Interactive Prototyping  
Native Mobile App Design  
Responsive Design  
Stakeholder Interviews  
Usability Testing  
User Research & Analysis  
User-Centered Design  
Wireframing

## EMPLOYMENT

### UX Lead (Contract)

HeathWallace, Berkshire • November 2014 - September 2016

- Worked with a multi-disciplinary team on the global roll out for the public website for a major global player in the financial services sector and their social media integration. Under NDA hence not disclosing full details.
- Led a team of UI/UX designers and UX/BA researchers. Also led User Research activities, writing user stories and briefs/expected outcomes.
- Liaised with development teams based in Hong Kong and Poland while building relationships with multiple departments, agencies and global stakeholders.
- Presented the rationale behind IA, wireframes and user journeys.

### Interaction / UX Designer

Avvio Reply Ltd, Berkshire • May 2010 - October 2014

- Led the overall user experience strategy, user research, information architecture and interaction design across multiple devices and platforms.
- Created prototypes to demonstrate and document desired interactions for development teams and clients.

- Developed the visual designs for web and mobile projects across a number of integrated marketing campaigns.
- Led strategy workshops and exercises with client teams to help define product direction.
- Worked very closely with the development team at Sky to produce bespoke online solutions for thousands of their employees. We collaborate and work well together from initial concept, requirements gathering, prototyping, design, development and testing.
- Wrote the interactive design guidelines for Orange, which defined the customisation of their applications on the Windows Phone 7, 7.5 and 8 platforms.

## **Web Designer**

Global Beach, London • April 2008 - April 2010

- Worked on a number of projects from small sites for individuals to larger sites for global brands such as Citroen and Vauxhall.
- Collaborated with clients to take initial design concepts into final designs that then exceeded their expectations.
- Coordinated the creative team on pitches, by developing the strategy and high-level concept designs needed.
- Worked closely with user researchers to define features and interaction, leading to high-fidelity mockups of use case scenarios for the design and development teams.

## **Web Designer / Developer**

Beacon Marketing, Berkshire • November 2007 - April 2008

## **Junior Web Designer**

Interesource, London • August 2006 - November 2007

## **Portal Administrator**

Celerant Consulting • July 2004 - September 2005

## EDUCATION AND QUALIFICATIONS

2002 - 2006	<b>BSc (Hons) Multimedia Technology &amp; Design with Professional Development 2:1</b> Brunel University, Uxbridge
2000 - 2002	<b>BTEC ND Graphic Design - Merit</b> <b>A Level Business Studies - C</b> Ealing Tertiary College, London
1997 - 2000	<b>10 GCSEs including Design &amp; Technology, grades A - C</b> The Towers Convent School, West Sussex

## PERSONAL

Interests: I have been doing Chinese Kickboxing for 12 years and also enjoy Zumba, reading and socialising with friends at various events.

References: Available upon request