

# Rachel Reveley

## Web/UX Designer

[www.rachelreveley.co.uk](http://www.rachelreveley.co.uk)

### About me

I am a web/UX designer with 14 years experience working in a range of e-commerce environments from small niche stores to some of the UK's largest and most well-known brand names.

I am skilled in visual design and front-end code working alone and collaboratively within scrum-teams and pair programming.

I developed an interest in user-centric design when I discovered that it was possible to see how users used your work beyond simply counting page views and browser stats. Seeing how people use your work and being able to iterate on that data is far more satisfying than having your boss tell you something looks great.

I am looking for a new role that will allow me to expand my UX experience and apply this to my work.

### Skills

- Creation of practical wireframes and prototypes
- User journey planning
- Persona creation
- Requirements gathering
- A/B and Multivariate testing
- Converting qualitative and quantitative data into designs
- Visual Design
- A strong understanding of the capabilities and limits of code
- Responsive design and development
- Problem solving and developing innovative code solutions
- Collaborating with developers and non-tech staff
- Mentoring non-technical staff
- Documentation and presentation writing
- Proficient with web and accessibility standards
- HTML
- CSS
- Less
- SCSS
- Photoshop
- Illustrator
- Axure
- Balsamiq
- InDesign

# UX designer - intY Ltd

Jan 2016 – June 2017

I was responsible for the design of a new multi-level SAAS platform.

The company's existing platform had grown organically from a now extinct business model. It lacked the expected patterns of an e-commerce platform but its existing users had grown used to its idiosyncrasies. I designed a new platform that followed standard e-commerce patterns while maintaining the flows of existing users.

I interacted with customers at our partner events to gain some insight into their experiences of the platform and the reasons they chose intY over its competition.

I produced wireframes which I then developed into a pixel-perfect framework ready for back-end coding. I supported this with personas, user journey maps showing expected and actual journeys, style guides and reusable components.

I also rapidly created a new public-facing website for the company. This was done without any UX research as the existing site was very out of date. I then redesigned the homepage some months later based on heat mapping, click-tracking and remote session recording.

**HTML, CSS, Less, SASS, Axure, Photoshop, Illustrator, Sublime, Git (Source Tree), Agile**

# Web Designer/FE developer - Lovehoney

Sep 2010 – Jan 2016

During my first few years at Lovehoney, I worked alongside both the technical team and the Design Director acting as a bridge between the departments. I created designs for specific campaigns and contributed to the overhaul of the website when the company rebranded.

The website is highly data-driven with some unique challenges. I worked alongside the e-commerce manager to turn data-driven insights into working code that could be A/B tested to stand up against director-driven opinions.

As the company grew very quickly, I moved towards the technical department where my skills in front-end development were used to push at the limitations of what we could do with the website and more valuably, what could be done by non-technical staff without daily support from the technical team through the creation of well-documented and easy to understand code rules and templates.

I also built a LESS powered framework to run several responsive and fixed width eCommerce sites from a 90% shared code-base with the aim to make improvements to UX easier to deploy across multiple brands.

I also overhauled the design to work responsively rather than as a fixed width website. This was challenging as few major e-commerce sites had made the transition to responsive at this time and the company had limited mobile expertise, so a substantial amount of innovative development was required to solve problems such as responsive images when your catalogue runs to hundreds of thousands and how to display a grid of products with multiple breakpoints and multiple views with one set of HTML. We also had to ensure that the experience for desktop users remained identical so as not to disrupt the 90% of customers who accessed the site via desktop.

The result was an instant doubling of sales on mobile and a continual growth from then on without any impact for desktop users. The website ranked very well with speed testing tools such as YSlow and Google Page Speed and significantly better than our direct competitors and other large e-commerce sites. The non-technical content and marketing teams were able to continue to publish material with just a minimal amount of training and ongoing support from me.

**HTML, CSS, Less, Balsamiq, Photoshop, Illustrator, Sublime, Git (Github GUI and Command Line), Agile**

## **Web Designer - Trinity Mirror Group PLC**

**Oct 2008 – Sep 2009**

I worked within the central digital team working on projects across a range of newspaper, property, business directory and hyper-local sites and was responsible for visual design, user experience design, user interface development and front-end coding. In addition I often, I worked with product managers and within teams to develop new products and brands.

**HTML, CSS, Photoshop, Illustrator**

## **Senior Web Designer - Figleaves.com**

**Oct 2007 – Oct 2008**

Working collaboratively with the head of creative and a junior front-end developer, I created seasonal online campaigns and promotional graphics for both web and print. I improved the efficiency of some of the team's day-to-day processes and introduced micro-interactions within the website which led to significant and measurable results to CTR.

**HTML, CSS, Photoshop, Illustrator, InDesign**

# FE Developer - Arcadia Group Ltd

Mar 2006 – Oct 2007

Working to a high standard of CSS and XHTML across the company's brands: Burton Menswear, Dorothy Perkins, Evans, Miss Selfridge, Topshop, Topman and Wallis.

The brands owned by Arcadia Group all use the same XHTML templates with the designs differentiated solely by the CSS. I single-handedly built the CSS for Evans when they moved in-house and worked on daily updates and rich media emails for all of the brands.

The work was fast paced with pages going live each day and usually having a tight turnaround to meet deadlines. We had to balance the demands of the in-brand marketing departments with web and accessibility standards.

**HTML, CSS, Photoshop, IBM Websphere**

## Other positions

**Web Designer and FE Developer - Empower Inc Nov 2005 - March 2006**

HTML, CSS, Photoshop, Illustrator, SEO

**Web Designer/website manager - Wisechoice.biz 2002 – Nov 2005**

HTML, CSS, Photoshop, Illustrator, SEO, IIS, iMail

## Qualifications & Training

**Nielsen Norman Group UX Certification 2015**

**Birkbeck, U. of London - BA Hons History of Art. Grade 2.1 2009**

**Cumbria Institute of the Arts - Graphic Design 2000**

**Hull College - A-Level Graphic Design 1999**

**Hull College - BTEC National Diploma Design, specialising in Graphic Design 1999**

**Hull College - A-Level Art 1999**