David Kinloch

UI/UX Designer | www.davidkinloch.com I dkinloch@gmail.com

UI/UX designer focusing on eCommerce & responsive web applications. Analysing qualitative & quantitive data, highlighting problem areas in order to design & implement solutions to improve user experience & increase conversion rates.

Experience

UI/UX Product Designer

SeatPlan I 2022 - Present www.seatplan.com

- End-to-end design process through discovery, definition, ideation and delivery.
- Led user research initiatives to gather insights and identify user needs.
- Designed intuitive and engaging user interfaces for web and mobile applications.
- Collaborated with cross-functional teams, including developers and product managers, to ensure a seamless user experience.
- Conducted usability testing and gathered user feedback to inform design improvements.
- Created a design system & applied responsive design principles to ensure a consistent user experience across various devices.Created wireframes, mockups, and interactive prototypes using industry-standard tools Figma & Maze

UI/UX Freelance

Parietti I 2022 - www.parietti.cc

- Working with high-end technical cycling product startup to identify key issues in user journeys
- Heat map reviews to track user issues in site navigation

Hunter Boots I 2022 - www.hunterboots.com

- New feature 'Boot Customisation' - scoping, discovery, competitor analysis, prototyping & implementation

eCommerce UI/UX Designer

Catwalk Club I 2020 - 2022

- For the luxury handbag rental start-up oversaw the entire project from initial wireframes & user journeys, hi-def designs to the UI build & Wordpress integration.
- Designing custom checkout process to handle rentals & payments
- Integration of face recognition software

eCommerce UI/UX Designer

Hunter Boots Ltd I 2018 - 2020 - www.hunterboots.com

- Using qualitative & quantitative data to highlight issues A/B user testing, discovering blockers and designing solutions Hi-def prototyping of user journeys.
- Optimising the checkout process for mobile users increasing conversion by 15% from previous year.

eCommerce UI/UX Consultant

Links of London I 2016 - 2017 - www.linksoflondon.com

- Consultant to oversee the responsive design implementation.
- Adding eCommerce functionality & improvements to the user interface and overseeing the front-end development

Education

University of the West of England

BA Sociology & Psychology

Research into human behavior & data analysis.

2002- 2005

Skills

Quantative & qualitive data research

Userbility testing

Prototyping

A/B Testing

Website stratergy

Written communications

Persona creation & user journeys

Agile development

Software and applications

UX

Figma	Maze
Sketch	Convert
Photoshop	
Hotjar	

Development

HTML	Wordpress
CSS/SCSS	Magento
JavaScript	Shopify
GitHub	

Other

Google Docs	Asana
Google Sheets	Slack
Google Analytics	BaseCamp

References available upon request