S T U A R T   M C I N N E S

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PROFILE

A full-stack designer specialised in cross-channel digital platforms - web, UX/UI, email, video, motion graphics with knowledge of B2B/B2C marketing, advertising, eLearning and e-commerce. Able to work on his own initiative and as part of a team. Enthusiastic and hardworking with hands-on experience of digital design and editing + animation packages.

15 YEARS EXPERIENCE & ADVANCED KNOWLEDGE IN

WEB	UX, UI, RESPONSIVE WEB + EMAIL, FRONTEND DEV IN HTML & CSS, SASS
GRAPHICS	PHOTOSHOP, ILLUSTRATOR, INDESIGN, ADOBE CC, SKETCH, ZEPLIN
UX	SKETCH, FIGMA + PAPER
VIDEO	FINAL CUT PRO, PREMIER PRO, AFTER EFFECTS, MOTION

EMPLOYMENT EXPERIENCE

The Thinking Traveller (Lead Designer)   Jan 2022 – Present
North London

- Lead a small design/product team and responsible for UI/UX of digital company products ensuring the on-going enhancements of digital channels as-well-as offline designs
- Work end-to-end in the product lifecycle from ideation to testing to on-going iterations/evolutions
- Work as the 'bridge' between various areas of the business from Sales/Marketing to Development to ensure the most effective and friction-less user experience possible for external and internal stakeholders
- Instigated and executed several product upgrades which have increased company CVR goals

The Thinking Traveller (UX / UI Designer)   Dec 2018 – Dec 2021
North London

- Utilising UX methodologies and research to make effective and friction-less user experience enhancements
- Lead the QA of a major re-platforming of the entire commercial website
- Lead and orchestrated the launch of several successful website features – global navigation, redesign of product pages
- Building UI designs to support new features from ideation to high fidelity designs and prototyping

Founders4Schools (UX / UI Designer)   Nov 2017 – Dec 2018
North London

- Developing concepts to integrate with company products based on industry reports, user research and internal stakeholders' feedback
- Building UX process diagrams to highlight the full end-to-end journey of new features including the logic and decision points
- UI Prototyping (High/low fidelity) across Workfinder products (iOS + Material Design Web App) and the Founders4Schools platform
- Design/Technical Specification creation – showcasing designs, user journeys + the requirements and acceptance criteria's
- End-to-end product work from concept through to testing and release
- Conducted user interviews to guide positive change

EditorEye - Blenheim Chalcot (UX / UI Designer)   Jun 2017 – Nov 2017
West London

- UX / UI work on SaaS platform
- Building user flows for key user on-boarding, website + email touch points and implementing strategy
- UX work including developing user provisional personas, wireframing and analytics
- Customised a WordPress blog based on company specs and brand
- Further developed the EditorEye brand and executed a series of modular design changes to the main website
- Digital design work including creating visuals for client's newsletter briefings + infographics

Squaremeal / Imbibe / SWA (Digital Design & Production Manager — UX/UI)   February 2011 — April 2017
South London

- Designed responsive web design solutions for company websites (Squaremeal (SM), Squaremeal Venues & Events (SMVE), Imbibe, Sommelier Wine Awards (SWA) & Best Bars.).
- UI design of e-commerce SM app (iOS + Android) - concept creation, prototyping/user journey, UX + final UI.
- Created extensive UX user flows, developed website touch points, built wireframes/prototypes for user-testing + research.
- Online design management and production for Imbibe, SMVE and SM.
- ECRM management, responsive HTML email builds for Imbibe, SMVE, SWA and SM + data/stat-driven e-marketing solutions.
- Design graphics, infographics and 'shareable' content for cross-channel social platforms (Facebook, Twitter + YouTube).
- Video direction, filming, production and editing of company videos — interviews + events.
- Double-click campaign web banner builds — various brands + cross-platform rich media banner design

Galvanize Digital Solutions, formerly Steely Eye (Creative & Digital Design)   September 2010 — December 2010
Soho London

- E-commerce mobile web design for large international brands including a well-known British fashion house Burberry.
- Concept development and UX + wire framing for pitch work.
- UI mobile app design (iOS + Android).
- Rich media banner design for web and mobile platforms.

Freelance Projects (Various industries)   November 2008 — Ongoing

- Book trailer video editing + animation for publishers Hodder & Stoughton including best-seller *The Arab of the Future*
- Multi-language educational video editing + graphics for Teach Yourself Languages Online (TYLO).
- Commercial site design for a structural engineering consultancy Davies Maguire + Whitby.
- B2C web page design for educational publisher Mary Glasgow Magazines.
- Filming and editing of multi-language educational web videos, and creation of animated introductions for publisher Scholastic UK
- Designing multi-language educational web videos and animated introductions (Scholastic UK).
- Design and development of iOS apps and games for various clients.

Fixedia Group Ltd (Web, Graphic and HTML email design)	November 2009 - August 2010
Jeego (formerly Sharpcards Ltd) Digital Designer (Graphics and Video)	July 2005 — November 2008
Jetix Europe Ltd (Disney) Graphics Assistant	November 2004 - January 2005
Winmark Ltd — Research Executive/Brand Designer	January 2004 — November 2004
Grey London — Runner/Dispatch Assistant	April 2003 — January 2004
Fox Kids Europe Ltd — Work Experience in Graphics/Production	March 2003 — April 2003

EDUCATION/TRAINING

Guardian Masterclass — UX design	Feb 2013
W3C Certificate in Mobile Web design Best Practice, Cambridge	Sep 2009
Advanced Web design - XHTML & CSS	Sep - Nov 2009
HND Multimedia. Design in graphics, web & multimedia. Video Production & Photography	1998 — 2000

Interests: Photography, environment (Certified Permaculture Designer), Bagua Quan, film, food and urban art.

Short-listed for **Landscape Photographer of the Year 2009**.