Ishmael Bennett BA(Hons)

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BIO

A Bachelor of Arts Degree in Design. I have 15 years' experience in design and digital marketing. I consider my strengths to be in strategy and design but I'm able to dabble in research as well. An extremely warm, resilient and enthusiastic person with a strong problem-solving mentality. My freelance activities involve scoping and quoting for new contracts, delivery of web projects, and project management.

EXPERIENCE

Mtivity, Remote – *Lead UX/UI designer/developer*
Nov 2021 – July 2023, Perm

· Worked with product specialist and stakeholders to design and developed wireframes and prototype using Figma and Adobe XD. This included the discovery phase.
· Used HTML and CSS development skills to produce UI
· Worked with the development team to refine UI designs
· Designed and developed white label theme for new customers
· New features added to SAAS App

Nirvana Spa, Winnesh – *Web Designer*
Sept – Jan 2021, Perm

· Develop, Design, schedule Emails
· Managed multiple websites using WordPress
· Improved experience of the main website.
· Developed emails
· Managed automated services through Dot Digital API
· Used PHP, HTML, CSS and JavaScript skills

Christopherward.com (ecommerce), Maidenhead – *Digital Content Manager & Content enricher*
February – July 2020, Contract

SKILLS

⤴ Frontend Development
⤴ Visual/interactive design
⤴ Project management
⤴ Agile workflow

Tools
⤴ Visual Studio Code
⤴ Adobe creative suite
⤴ Adobe XD
⤴ Figma
⤴ Sketch
⤴ Blender
⤴ Magento 1.9/ Salesforce

Web code:
⤴ HTML5/CSS/PHP
⤴ JavaScript
⤴ Tailwind/Bootstrap
⤴ WordPress/Joomla

EDUCATION

University of Hertfordshire — *BA (Hons) Digital Practices (Design), BTEC HND in Digital Modelling and Design*
· Sept 1999 – June 2002

Reading School of Art and Design — *BTEC National Diploma in Computer Graphics*
· Sept 1998 – June 1999

· Manage the company website using Magento/Salesforce. I worked closely with the line manager and the marketing team to help deliver various marketing promotions to drive sales.

· Improve the website look and feel using various UX processes. This involved auditing the current website, targeting pain-points and improving the usability for the end users. After quickly wireframing in sketch I continued through to development. Here's a list of some of my improvements:

- Icons and image size improvement in mobile state
- Adding a sticky main menu throughout the website to improve navigation speed
- Improving legibility on sliders and banners with colours and contrast
- Improved scanning patterns but bringing the main call to actions last.
- Managed home page content hierarchy and space weekly

· Built high definition content and landing pages using bootstrap.

· Develop, Design, schedule Emails

The Creative Engine (Design Agency), Surrey –*UX Designer, Frontend Developer, Motion Designer, eLearning Designer*
May - December 2019

· Redesigning the company website using WordPress. I produced wireframes, prototypes, user flows and user research. I worked closely with the stakeholder and the creative team to help improve the website look, feel and performance. This also involved accessibility and quality control testing before release.

· I helped storyboard and design e-learning content for Sonos. This involved using adobe after effects and Articulate Storyline. I produce 3D rich media for retail staff so they could learn the product efficiently.

· I produced user research, user flows and prototypes for the Weber product selector. To help visualise the product I held user feedback sessions to scope out the business needs. This went on to become prototypes using Adobe XD.

Accident Advice Helpline, Watford— *Frontend Developer, UX Designer, Graphic Designer*

December 2011 - 2018

· Redesigning a range of websites for accident advice helpline. I work closely with the stakeholder, marketing, SEO and backend development scrum teams to design and develop these projects using UX processes. These involve competitive research, user research, personas, user

journeys, sitemaps, wireframes, style guides and prototypes (Invision & Adobe XD).

· Improved clickability and bounce rates on our subdomains by using google analytics and user testing.

· I designed UI components to develop a design system to give our websites a consistent, visual and function use to the users.

· Collaborating with the stakeholder to help plan user testing on the new accident advice helpline website.

· Working closely with our SEO team to visualise UI design decisions across web applications and landing pages.

· Participate in regular design reviews and effectively communicate reasoning for proposed solutions. Recommend improvements in process and workflow.

· Created sketches, storyboards, wireframes and prototypes using Sketch to communicate user flows and interactions across print, landing pages, emails, banner and animation designs.

· Frontend Development over 25 websites using WordPress cms and bootstrap framework.

· Basic JavaScript, PHP and Jquery coding.

· AB testing, analytics and heatmap research.

· 2D/3D Motion Graphics and designing rich media.

Comet, Rickmansworth — *Email design & developer, e-learning designer*

March 2011- December 2011
· Develop, Design, schedule Emails
· Design, Strategies, developed, Storyboarding e-learning modules

Yell Adwords, Reading — *Frontend developer, UI designer*

January 2011 - March 2011
· Collaborating with the stakeholders managing website frontend and content amends.
· Designing wireframes for use in the yell.co.uk template library.

Teacher, Slough - *Young People's Centre*

February 2011 - October 2012
Designed and delivered all aspects of an ten week teaching course on web design and multimedia including the planning of the syllabus and supporting materials, and ongoing email support for participants. Ran a full beginners course on web design, building and freelancing.

Freelancer – *UX/UI Designer, Webmaster, Digital Marketing, Motion designer*

October 2006 – Ongoing

Project managing clients' varied design requests, such as web design, digital marketing assets, UX/UI design and animation. Working with stakeholders of all levels to deliver to demanding deadlines.

[My google business account related to Mercury Ink](#)