



Geoff Goode

UX/UI Designer



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Profile & Interests

I'm a freelance UI, UX and Digital Designer from London with 8 years of commercial design experience and a real passion for my chosen career. In fact I love all things design related from designing and printing t-shirts to creating furniture or designing and making snowboards and am happy to say that design in general is a hobby of mine as well as my livelihood. However, Digital Design is where my strength lies and I strive every day to be the best at what I do.

My main interests outside of work include rock climbing, snow boarding, wind surfing and cycling and try to do these as often as I can. As well as this, I enjoy travelling and attending music gigs, exhibitions and galleries. I also particularly enjoy photography and practice this in my spare time.



Professional Skills

I use a range of software and languages for my work. These include:

UX / UI / DIGITAL DESIGN

Photoshop CC	●●●●●●●●●●
Illustrator CC	●●●●●●●●●●
InDesign CC	●●●●●●●●●●
After Effects CC	●●●●●●●●●●
Sketch	●●●●●●●●●●
Axure	●●●●●●●●●●
InVision	●●●●●●●●●●

FRONT-END DEVELOPMENT

Dreamweaver CC	●●●●●●●●●●
HTML5 & CSS3	●●●●●●●●●●
PHP & MySQLi	●●●●●●●●●●
jQuery	●●●●●●●●●●



Education

DE MONTFORT UNIVERSITY | 2005 - 2008
BA(Hons) Degree in Interior Design - 2:1

SURREY INSTITUTE OF ART & DESIGN | 2004 - 2005
Foundation Degree in Art and Design - Merit

LANGLEY PARK BOY'S SCHOOL 1997 - 2004	
GCSE grades:	A-Level grades:
Maths - A	Graphics - C
English Language - A	Media Studies - C
English Literature - B	Computer Studies - C
7 other grades - C +	Maths - D



Notable Contracts

SENIOR UX/UI DESIGNER | JUN 2017 - PRESENT
JOHN LEWIS | LONDON (*client side*)

- Design UX wireframes and journeys based on user research, and testing for a new release of the John Lewis iOS universal app for both iPhone and iPad.
- Create final UI based on further user testing using 'Sketch' and handover to developers using 'Zeplin'.
- Design and create prototypes and internal communications using 'After Effects'.

SENIOR UX DESIGNER | NOV 2016 - JUN 2017
BUSINESS 3.0 | LONDON (*client side*)

- Develop UX and UI for a cross-platform web app and mobile application for both iOS and Android.
- UX process included user interviews, user testing and the creation of personas, empathy maps, scenario maps, wireframes and prototypes.
- Prototypes and final UI created using 'Adobe Illustrator CC', 'Sketch', 'InVision' and 'After Effects'.

UI DESIGNER | SEP - OCT 2016
OPEN HEALTH | BERKSHIRE (*client side*)

- Design wireframes and finished UI for responsive webpages for various pharmaceutical companies using 'Sketch'.

UX & UI DESIGNER | JUL - AUG 2016
DEBENHAMS | LONDON (*client side*)

- Adapt current website to be responsive for mobile devices.
- Create wireframes and finished UI using 'Sketch' and 'InVision' and create and present prototypes using 'Adobe After Effects'.

UX & UI DESIGNER | SEP 2015 - JUL 2016
FARFETCH | LONDON (*client side*)

- Design UI and UX for multiple platforms including website, mobile app and email.
- Design new templates for email campaigns and build using HTML and CSS.
- A/B and MV test new content using 'Responsys'

UI & FRONT-END DEVELOPER | JUN 2015
STA TRAVEL | LONDON (*client side*)

- Create templates for web pages using HTML, CSS & Javascript using 'Knexus' CMS.
- Apply pre-made assets to templates as per designers visuals.

UX & UI DESIGNER | MAR - JUN 2015
DIRECTION GROUP | READING (*agency*)

- Design the UX and UI for 'GBGroup' UK website.
- Present wireframes and designs to team and main stakeholders using 'Axure' and 'InDesign CC'.

UI DESIGNER | MAR 2015
TALKTALK | LONDON (*client side*)

- Create HTML5 banners for use on TalkTalk TV and broadband web pages as well as external sites.
- Design and develop UI elements for use throughout the site.

UX & UI DESIGNER | FEB 2015
BRAINSTORM | BERKSHIRE (*agency*)

- Design a prototype for a mobile app for 'Jaguar Land Rover' using 'Adobe Illustrator CC'.
- Create an animated example of the app to present as part of a pitch using 'After Effects'.