

# LJ HAZZARD



USER EXPERIENCE DESIGNER

**I am a User Experience Designer that loves to understand users and their behaviours, create great experiences and design beautiful interfaces and graphics.**

Using a variety of research methods and data sources, I discover user problems, needs and behaviours in order to design solutions that enhance the user experience. I create concept strong, pixel perfect interfaces and believe that every pixel matters in creating user centered solutions.

I have end-to-end project experience in E-commerce, Education and Charity sectors across multiple different size websites and companies. I have experience working in an agile environment and working collaboratively with stakeholders to effectively manage multiple projects of varying complexities to strict and tight deadlines.

## CONTACT

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## EDUCATION

**Usability and User Experience – Foundation Level (CPUX-F)**

- Bunnyfoot, November 2020

**BA (Hons) Degree – Graphic Design**

- University of Brighton, 2007–2010

**HE Foundation Degree – Art & Design**

- Truro College, 2007

**BTEC National Diploma – Art & Design**

- Truro College, 2004–2006

**10 GCSE's A\*–C including Art & Design and Graphic Design**

- Penrice Secondary School, 1999–2004

## EXPERIENCE

### UX LEAD, SEASALT

NOV' 2019 – PRESENT

**As UX Lead for Seasalt Cornwall I help deliver exceptional user experiences by using data and research to understand the customer, identify areas of improvements and to inform projects and designs.**

Key responsibilities include:

- Create UX designs and UI (user interfaces) from initial concepting and wireframing right through to high fidelity interactive prototypes.
- Identify ways to improve and optimise the customer experience by using data and research. Turn complex problems into intuitive, easy-to-use solutions that increase conversion and engagement.
- Create and lead user experience strategies and design activities including a website replatform and redesign projects.
- Implement user research tools and activities to understand the customer and their experiences.
- Be a key advocate in cultivating and supporting a customer centric approach, work collaboratively with stakeholders and teams to increase UX understanding and capability within the business.

### WEBSITE MANAGER, SHELTERBOX

NOV' 2017 – OCT' 2019

**ShelterBox is a disaster relief charity and as website manager I was responsible for creating engaging experiences for supporters on the website and helped deliver fundraising and brand awareness projects.**

I used research and data to create engaging, innovative and creative solutions that enriched the digital experience and optimise website performance.

I collaborated with fundraising and development teams in an agile way on projects and campaigns, and in response to natural disasters.



## SKILLS

### RESEARCH

- User Research: interviews, focus groups, personas
- Data & content analysis
- Surveys & polls
- Heatmaps & scroll maps
- Journey mapping
- Empathy mapping
- Card sorting & tree testing
- Usability testing
- A/B testing and optimisations

### DESIGN

- Creative strategy
- Low & high fidelity wireframes
- User Interfaces
- Interactive prototyping
- Vector graphics
- Branding & logo design
- Style guides & pattern libraries
- Typography
- Knowledge of HTML and CSS
- Print graphics: banners, flyers, posters, business cards & more
- Digital graphics: social media, display ads, email, icons & more

### PROCESS

- Strategy
- Requirements and scoping
- User stories
- Acceptance criteria
- Collaboration
- Communication
- Stakeholder engagement
- Reporting & documentation
- Project Management
- Task planning and prioritisation
- Agile and waterfall



## TOOLS

- Figma & Sketch
- Adobe Creative Cloud: Photoshop, Illustrator, InDesign
- Google Analytics
- Contentsquare
- Hotjar
- UserTesting
- CMS (WordPress & Drupal)
- Balsamiq
- Survey Monkey
- Qualaroo
- Optimal Workshop
- Invision
- Insider

Key projects and achievements include:

- Project management including writing brief and detailed specs, providing quality assurance and user acceptance testing.
- Lead a website replatform project (Drupal to WordPress), including briefing, scoping requirements, theme and page template designs and UAT.
- Redesigning a website portal for volunteers. Process including creating user personas, wireframing, prototyping, UI designs and moderated user testing.
- Creating digital and print assets for major disasters and fundraising campaigns including social, emails and web pages for helping to raising £750,000 digital online in one year.
- Secured a grant from UserTesting, a user research tool worth £7,500.

### LEAD DESIGNER, THE STUDENT ROOM GROUP

2011 – 2017

**The Student Room Group is a student forum, home to 2 million members. As Lead Designer I was responsible for all design delivery across their brands to enrich user experience, increase engagement and attract new members.**

In my first four years I worked my way up from a junior to senior level, and managed a junior designer for the last two.

I collaborated with Community, Sales and Marketing teams in creating engaging designs with UX always at the forefront and worked closely with the development teams to bring the concepts to life on screen.

Key projects and achievements include:

- Redesigning the Get Revising website to be completely responsive, designing the GR Study Planner app and TSR Chat app.
- Creating desktop, mobile, app and responsive wireframes, detailed mock-ups and graphics for new and existing functionality and high impact pages.
- Moderating user testing and leading user research activities.
- Create highly visual and engaging digital and print assets for Marketing and Sales teams including infographics, posters, reports and presentations.
- Creating and maintaining brand and style guidelines.

### FREELANCE DESIGNER

JUNE 2015 – PRESENT

**I have worked with various small businesses on their design needs.**

Designs include from logo creation to designing full websites, pages and apps across a variety of sectors including travel, property management, finance and marketing.

### ABOUT ME

I love exploring the Cornish coast on long walks with my pug Coco, spending time at the beach and having adventures outside in the countryside.

I enjoy keeping fit, I am and am a keen CrossFitter and trail runner. I like to listen to music and enjoy going to gigs and festivals to see live bands.