

LJ HAZZARD

UX & DIGITAL DESIGNER

I am a UX and Digital Designer that loves to create great user experiences and design beautiful interfaces and graphics.

I use research to discover and understand needs of users to create clean, user centric experiences. I create concept strong, pixel perfect interfaces and designs using meticulous attention to detail and believe that every pixel matters.

I have end-to-end project experience primarily in the education and charity sectors across multiple different size websites, and experience working iteratively in an agile environment and collaboratively with stakeholders and teams to effectively manage multiple projects and tasks of varying complexities to strict and tight deadlines.

CONTACT

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EDUCATION

BA (Hons) Degree in Graphic Design

– University of Brighton, 2007–2010

HE Foundation Degree in Art & Design

BTEC National Diploma in Art & Design

– Truro College, 2004–2007

10 GCSE's A*-C including: Art & Design and Graphic Design

– Penrice Secondary School, 1999–2004



EXPERIENCE

WEBSITE MANAGER, SHELTERBOX

NOV' 2017 – PRESENT

ShelterBox is a disaster relief charity and as website manager I am focussed on creating a seamless and engaging experience for visitors to the website and deliver creative projects that help to drive brand awareness, engage all audiences and increase online giving.

I take an evidence-based approach using research, data and insight of supporter activity, motivations and needs to create engaging, innovative and creative solutions that enhance the digital experience. Through an insight driven process, I continually refine and en-rich experience and optimise performance.

I collaborate with in-house and external fundraising and development teams in an agile and responsive way to respond to natural disasters, responding quickly and effectively in periods of high traffic and levels of engagement.

Key projects and achievements include:

- Working closely with a development agency to migrate existing functionality from Drupal to WordPress, theme design improvement, creating new functionality, including blog articles and homepage, maps, and improving the admin functionality making it easier and quicker to use the content builder. Providing all areas of project management including writing brief and detailed specs, providing quality assurance and user acceptance testing.
- Redesigning a portal for volunteers to update profiles, add availability, view and sign up to events and download resources. Full UX process including creating user personas, wireframing, prototyping, user interface designs and doing moderated user testing and feedback sessions.
- UX consultation and creation of a style guide design for an operational app to help staff document disaster information and produce automatic documents.
- Implementation of a regular giving product; ShelterBox Book Club. Including designing of web pages, creating payment forms, processes and user journeys.
- Creating creative assets for social ads and posts, emails and web pages for major disasters and fundraising campaigns helping to raising £750,000 digital online in one year.
- Securing a grant from UserTesting worth £7,500 for 75 tests on 9 key areas of the website and implementing research and analytics tools.

SKILLS

RESEARCH

Persona creation • Data and content analysis • User interviews • Surveys and polls • Heatmaps and scroll maps • Journey mapping • Empathy mapping • User stories • Card sorting • Information architecture • Usability testing • Task analysis • Problem solving • A/B testing and optimisations.

DESIGN

Creative strategy • Concept sketches • Creating low and high-fidelity wireframes • Pixel perfect user interfaces • Interactive prototyping • Vector graphics • Branding & logo design • Style guides and pattern libraries • Document and layout • Strong Typography • Art direction • Knowledge of HTML and CSS • Print • Display ads • Social media • Email templates • Photography • Print.

PROCESS

Requirements gathering, definition and scoping • Detail oriented • Collaboration with internal and external teams • Communication • Reporting with teams and stakeholders • Strong written and verbal communication skills • Time management • Task planning and prioritisation • Negotiation and compromise • Agile and waterfall methodologies.

TOOLS

Sketch • Adobe CC: Photoshop, Illustrator, InDesign, Acrobat • Invision • Marvel • Hotjar • Google Analytics • User Testing • Zeplin • WordPress • Drupal • Balsamiq, • Trello • JIRA • Survey monkey, Qualaroo • Optimal Workshop

EXPERIENCE (CONTINUED)

LEAD DESIGNER, THE STUDENT ROOM GROUP

2011 – 2017

The Student Room Group is home to 2 million members and delivers 35 million pageviews a month. My experience includes redesigning key areas of the sites to enrich user experience, increase engagement and attract new members.

I worked my way up from a junior to senior level in my first four years, and managed and mentored a junior designer for the last two. As Lead Designer of a small design team I was responsible for all design delivery across their brands including The Student Room and Get Revising. I supporting the different teams in creating concepts and designs with UX always at the forefront and working closely with the development teams to bring the designs to life on screen.

My experience at The Student Room includes:

- Desktop, mobile, app and responsive wireframes, detailed mock ups and pixel ready UI elements and graphics ready for development, providing visual and functional QA to correct any UX or CSS issues.
- Creating and redesigning high impact pages including a [homepage redesign](#) that saw a 360% average increase in of engagement on it's three core features. Redesigning the [Get Revising website](#) to be completely responsive, designing the [GR Study Planner app](#) and [TSR Chat app](#).
- Being responsible for creating and maintaining branding, including creation of style and brand guidelines and providing training and support to the different teams across the company.
- Create highly visual and engaging digital and print assets for Marketing and Sales teams including infographics, posters, reports and presentations.
- Organising, moderating and observing user testing sessions, leading user research and tasks, as well as gaining experience of A/B split testing.

FREELANCE DESIGNER

JUNE 2015 – PRESENT

I have worked with various small businesses and individuals on their design needs, from [logo creation](#) to designing full websites, pages and apps across a variety of sectors including travel, property management, finance and marketing.

Key projects include redesign for a [luxury holiday website](#), a [property management site](#), a [holiday villa app](#), [homepage and mega-menu](#) navigation redesign, [full website redesign](#) with landing page templates, [yoga marketing materials](#) and [logo creation and branding](#) for various new small businesses.

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 and am a keen trail runner and regularly take part in trail race. I also enjoy CrossFit and have entered some small local rookie team competitions. I like to listen to music and enjoy going to gigs and festivals to see live bands.

