NEIL DICKINSON

07976 458589   neil-dickinson.co.uk

SUMMARY

With two decades of experience guiding businesses through the discovery and design phases of their digital products and services, I have a strong understanding of discovery tools, UX/UI principles, accessibility standards, HTML/CSS, and SaaS.

KEY ACHIEVMENTS

- Led the discovery and UX/UI design of a Property CRM application, enabling the team to track defects and reduce time spent finding documents, contacts, and stakeholders.
- Led the interaction design and user testing for the Welsh Government project focused on accessible (WCAG 2.1) adaptive online testing, resulting in over 2 million tests taken to date.
- Presented at BTL Surpass conferences, advocating for accessibility for candidates and clients.
- Contributed to the establishment of Chapter Eight Limited, an e-commerce design agency.

EDUCATION

Coventry University
2:1 BA in Information Design
1996 - 1998

Yorkshire Coast College
HND in Graphic Design
1994 - 1996

York College of Art & Design
BTEC in Art & Design
1992 - 1994

CERTIFICATIONS

UX Management:
Strategy and Tactics

Accessibility:
How to Design for All

Design Thinking:
The Beginner's Guide

SKILLS

- Interaction Design
- UX/UI Design
- Frontend Design
- HTML Prototyping
- User Research
- User Testing
- Accessibility

TOOLS

- Photoshop
- Figma
- XD
- HTML / CSS

EXPERIENCE

NDKSN Design   Jan 2024 - present
UX UI Designer
- Led the design and development of an e-learning platform for a charity supporting refugees and asylum seekers. This new platform enabled the client to accommodate unlimited user enrollments and course creation, significantly improving upon the older platform, which had fixed enrollments, limited courses, and no e-commerce integration.
- Designed the UX/UI for a childrens gymnastic academy.

OneMedical Group   Jul 2021 - Dec 2023
Product Designer UX UI
- Led discovery, UX/UI design & iterative user testing cycle on a Property CRM application, enabling the team to track defects, enhance development management, reduce time spent finding documents, contacts & stakeholders.
- Designed the UX/UI and managed patient-facing NHS practice pages, integrating them with NHS digital registration that drove an improved patient user journey.
- Led user interviews to understand processes & identify bottlenecks within NHS GP surgeries.
- Full discovery, UX/UI of the company's property website enabling outside investment.
- Supported the marketing team with all website assets across the group.

BTL Surpass   Nov 2016 - Jun 2021
Senior UX/UI Designer
- Led the interaction design & user testing for Welsh Government project focused on an accessible (WCAG 2.1) adaptive online testing leading to over 2 million test being taken to date.
- Delivered presentations at two Surpass conferences, championing accessibility for candidates, and educating clients.
- Conducted user interviews to iterate prototypes based on user feedback.
- Led design lab sessions and performed team design reviews for product feature work.
- Recruited & trained six junior designers.

UX/UI Designer
- Served as the lead designer for four product teams, employing the Agile methodology.
- Designed UX/UI for over 100 Surpass features.

Ina4   Jul 2015 - Oct 2016
UI Designer (contract role)
- Responsible for UI and interaction design, leading the design for property websites such as Linley & Simpson, Country Wide, and Sutton Kersh.
- Liaised with stakeholders and senior management, managing design tasks and website updates.

Onstate   Feb 2015 - Jun 2015
Senior Web Designer
- UI/UX & frontend design and build of e-commerce websites Brown Thomas and WageDay Advance.

Chapter Eight   Jul 2002 - Jan 2015
Senior Web Designer
- Contributed to the establishment of Chapter Eight Limited.
- Led UI for responsive design and worked as a frontend developer for the Aston Villa Store, resulting in a 50% growth in mobile device users and transactions.
- Designed the Gulf Oil International website, contributing to the growth of user traffic.
- Redesigned the TVE website, achieving a 250% growth in traffic and increased brand awareness.
- Enhanced the customer online shopping experience for Glenmuir by improving category sections and product pages.
- Assisted in recruiting and training four new designers.
- Conducted design reviews on website work.

Yorkshire Post   Jan 1998 - Feb 2001
Group Web Designer
- Interaction designer and front-end developer with experience liaising with stakeholders and senior management.
- Lead designer responsible for the UX/UI design of the Yorkshire Post website and Blackpool Gazette newspaper website.
- Conducted site visits to newspapers across the north of England to support website designers.
- Contributed to the design and development of the Fish4Homes, Fish4Jobs, and Fish4Cars brands.
- Worked on the design for the This Is network of newspaper websites, including This Is Leeds (Yorkshire Evening Post) and This Is Harrogate (Harrogate Advertiser).