

Jennifer Stones, MEng

Senior UX/UI Designer

Contact

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Remote 📍

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Education

Product Design & Engineering

Master of Engineering

University of Strathclyde

2009-2014

UX Design

Professional diploma

UX Design Institute

2020-2020

Skills

UX / UI design

User research

Usability testing

SAAS design

Shopify

Figma

Wix

About Me

Passionate UX/UI Designer with 8+ years of experience. Specialising in creating digital experiences that combine intuitive interfaces and user-centric design and with a diverse range of design experience, I bring a unique perspective to every project. I thrive in collaborative, creative, and innovative environments and use my expertise in UX/UI to help you to drive impactful solutions. Open to remote, contract or freelance opportunities, I bring a blend of creativity, professionalism, and adaptability to every collaboration.

Work Experience

Eight

Senior UX/UI Designer Jun 2023 - Mar 2023

UX/UI Designer Nov 2020 - Jun 2023

- Designed e-commerce themes and apps for use on the Shopify platform.
- Spearheaded the redesign of the themes Flow and Envy, boosting user experience and conversion rates, increasing positive reviews by 14% and 13% respectively.
- Created a new Shopify theme, Momentum, achieving a 75% positive approval rating.
- Implemented Google Analytics to track the theme store, resulting in a 12% improvement in the user conversion rate.
- Oversaw diverse teams in developing the Bundle Builder app, augmenting platform functionality and user engagement, leading to \$6,000,000 monthly sales.
- Performed user research to guide design choices and streamline user flows, reducing support tickets for Bundle Builder by 12%.
- Collaborated with developers to establish Figma based design systems, cutting development time by 28% through effective handoff practices and thorough documentation.

Dyson

UX/UI Design Engineer Sep 2017 - Nov 2020

- Carried out UX/UI designs for interactive screens on Dyson V11, V12, V15.

- Design of V15 earned the title of 'Best overall vacuum' by Forbes in 2023.
- Led usability tests and research initiatives, gathering insights to inform design iterations and product enhancements. Rigorous testing with over 100 participants reduced errors by 30%.
- Collaborated with global teams to translate user needs into design requirements.
- Championed the iterative design process, prototyping and iterating designs based on user feedback and usability findings.
- Improved design processes and workflows, driving efficiency and innovation within the design team.
- Worked with the James Dyson foundation and was an active member of the Dyson diversity panel.
- Acted as an ambassador for Dyson in online campaigns.
- Hosted multiple international product launches, presenting to tech journalists and influencers.

Elegant Clutter

Product Designer Apr 2016 - Aug 2017

- Created bespoke 3D artworks for the restaurant and hospitality industry
- Demonstrated creativity and attention to detail in the design and production of each piece.
- Produced 30+ unique artworks to generate £25,000+ in revenue.
- Managed product lifecycle including pricing, sourcing, and production, reducing material costs by 15% without affecting quality.
- Prepared client proposals detailing project specifics, ensuring alignment with client expectations.
- Conducted quality testing to maintain high standards in final products.
- Contributed to the success of the consultancy in winning "Best Stand" at The Sleep Event 2016, showcasing design and presentation skills.

Hobbies

- Art: urban sketching, life drawing, procreate illustration
- Culture: travel, food, languages (Spanish and Vietnamese)
- Sports: tennis, crossfit, hiking

References

Richard Spencer: CEO at Eight

Allister Hodson: Senior Engineering Manager at Dyson

Details available on request.