

# Emma Searle

UX Designer

London

## CONTACT



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## SKILLS

- ◆ User research
- ◆ Information architecture
- ◆ User personas
- ◆ Prototyping
- ◆ Wireframing
- ◆ User testing
- ◆ User interface design
- ◆ Qualitative research
- ◆ HTML
- ◆ CSS
- ◆ JavaScript
- ◆ Client management
- ◆ Organisation
- ◆ Excellent verbal and written communication
- ◆ Ability to work autonomously and within a team

## SUMMARY

Matchmaker-turned-UX designer with a strong background in Psychology and experience in qualitative research and interviewing techniques. Well-versed at addressing pain-points and offering solutions based on expertise. Very organised and able to pick up new software and programs easily, looking to apply skills as a UX designer to help bring positivity to people through great design!

## EDUCATION

### Frontend Development for Designers

*CareerFoundry | 2020 - 2020*

An 8-week, part-time course covering the most important frontend development skills including HTML, CSS, and basic JavaScript.

### Certified UX Designer

*CareerFoundry | 2019 - 2020*

400+ hours of UX Design study and practice covering agile and lean UX, research methods, information architecture, personas, wireframes, prototypes, user testing and analytics and design principles.

### UX Fundamentals

*CareerFoundry | 2019 - 2019*

### BSc Psychology, 1st Class Honours

*Middlesex University | 2010 - 2014*

## CAREER

### Matchmaker

*The Vida Consultancy Matchmaking Agency | Dec 2017 - Oct 2019*

- ◆ Understood clients' needs with an extensive profiling session, acknowledged pain-points and offered support and suggestions for potential matches, increasing the success of the client forming a relationship.
- ◆ Facilitated switch to Smartmatch CRM system and taught the team how to use the system with a presentation, workshops and "drop-in" sessions, resulting in increased productivity within the team.

## TOOLS

- ◆ Sketch
- ◆ Adobe XD
- ◆ InVision
- ◆ Balsamiq
- ◆ Marvel App

## REFERENCES

Available on request

- ◆ Boosted industry knowledge within the team by organising and running weekly workshops, allowing the team to become up-to-date with industry topics.
- ◆ Networked and established new contacts via online networking and attendance to events to interview, assess and sign up new members
- ◆ Prepared and presented reports to the team on client dating activities.
- ◆ Mentored assistant matchmakers and matchmakers as necessary.

### **Client Relationship Executive**

*Bowes-Lyon Partnership Elite Dating Agency | Jan 2015 – Sep 2017*

- ◆ Developed landing pages using the Allclients CRM system with a series of related autoresponders and tasks to ensure new enquiries were given all relevant information immediately, resulting in a boost in sales.
- ◆ Created newsletters, blogs and managed the company social media accounts to showcase the company's position of expertise.
- ◆ Took responsibility for the business and worked autonomously during periods of staff absence to ensure that all business matters were dealt with.
- ◆ Liaised with other businesses to create connections in order to grow the pool of potential matches resulting in a higher number of successful relationships for the clients.

### **Psychology Intern**

*Sussex Partnership NHS Foundation Trust | Oct 2014 – Jun 2015*

- ◆ Worked with a variety of staff from doctors to social workers, nurses, therapists and psychologists to ensure that the best care was given to the young people.
- ◆ Collected data and feedback from the course of treatments and therapies, and ensured that consent was given to use this data. Due to the demand on the staff, gathering additional paperwork posed a challenge so it was important to motivate staff and encourage them to think positively about the importance of gathering the data. This resulted in a substantial increase in the amount of data collected.
- ◆ Observed family therapy and contributed to notes and direction of treatment.
- ◆ Carried out autism assessments, both inside the clinic and in schools.

## ACHIEVEMENTS & HOBBIES

- ◆ Grade 6 ballet achieved 2019
- ◆ Middlesex University trampolining team
- ◆ Middlesex University cheerleading team - ranked 1st nationally
- ◆ Student Representative for Psychology
- ◆ Sewing and fashion
- ◆ Travel
- ◆ Theatre