

Zoe Fox
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I am an experienced UX designer with a passion for interaction design and information architecture. I strive to create innovative and captivating experiences. I have a diverse background of project management and content production, across media and the games industry, coupled with an appetite for problem solving and understanding user behaviour.

Areas of Expertise and Skills

Wireframes | Process Flows | Personas | User Journeys | Functional Specs | Prototyping | Interaction Design | Usability Review | Requirements Gathering | User Testing | User Stories | Strategy | Project Management

Frequently Used Software: Sketch | Omnigraffle | Invision | Marvel | Balsamiq | MS Office suite
Some Experience With: Axure | Photoshop | Illustrator

Work Experience and Qualifications

Freelance – User Experience Designer

Jan 2017– Current

I am currently working as a freelance User Experience Designer. I have worked across a large variety of projects for different companies including but not limited to; Sony Interactive Entertainment, Ogilvy, Spark 44, M&C Saatchi, AKQA, Sweden and London offices, EY Seren, Brilliant Basics, Collective London and Radley Yeldar. There has been a broad range of work that I have been involved with, which has included such things as product experimentation, e-commerce website and app design, multiple careers and corporate sites, pitches, fully mobile site design, web product optimisation and profile and account management dashboard design.

- Fast integration into the project to start providing deliverables quickly
- UX Consultation on a range of projects and pitches
- Full end to end UX design and ownership, from concept to delivery and working via different project management methodologies
- User centred insight for concepts and functionality that also met budget and/or time constraints

AIA Worldwide – User Experience Designer

Oct 2015– Jan 2017

I was a mid-weight User Experience Designer for creative agency, AIA worldwide, working in the recruitment industry. In this role I stepped up my skills and responsibility by running discovery sessions with clients at the beginning of projects for requirements gathering and to help them understand what their user might need.

- Designing user centric full careers websites across devices
- Being an integral part of the creative concept, bringing new ideas to get the most out of the technology
- Providing UX consultation and assistance across the business

Havas Helia (formally Havas EHS) – User Experience Designer

April 2014 – Oct 2015

I was the User Experience Designer for creative agency Havas Helia. As the sole in house UX designer I was responsible for all UX requirements for the company, such as information architecture for sites, apps and strategy programmes, working across multiple projects and clients.

- Consulting across departments on strategy, design and new projects coming into the company for possible UX requirements and considerations

- Overall experience and UI designs
- Providing recommendations across the business for new and improved customer experiences and interface designs

Sony Computer Entertainment – Digital Retail Coordinator

July 2013 – April 2014

I was a digital retail coordinator for SCE Europe working primarily on Electronic Sales Distribution (ESD) which, in short, is the sale of digital product in physical retail and retailers outside of the immediate Sony Family like the PlayStation Store. I project managed the roll out of the ESD model to new retailers across Europe.

- Developing the customer journey and development of product solution
- Coordinating the creation of a new digital content delivery platform

BBC Worldwide Consumer Products – Programming Assistant

June 2008 – June 2013

At BBCWW (previously Zentertain) I was not only a Programming Assistant but also covered my manager's maternity leave as a Programming Executive. Building strong relationships internally and with clients was vital to the role. I also successfully proposed a mobile app project with BBC Worldwide, dovetailed to the Doctor Who live events.

- Full project management across physical and digital media, including the creation and delivery of material, and negotiating deals of use of that material by 3rd parties
- Working to tight deadlines and ensuring that all internal and external signoff is received
- Working closely with the marketing and international departments and on both global brand releases and UK releases

Zentertain – Digital Retail Coordinator

July 2006 – Nov 2007

I was the Supply Chain Administrator for Zentertain, which coordinated the release of all Zentertain DVD products. I left the company to go travelling, when I returned the company invited me back to interview for a Programming Assistant role.

Reconnaissance International – Digital Retail Coordinator

Feb 2006 – July 2006

I worked as a freelance contractor compiling a directory of companies that contribute to holography and global authentication. The directory was released at a launch conference in Florida, which I attended and assisted in the running of.

Education History

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| Sept 2002 – July 2005 | Kingston University BMus (Hons) Degree, Creative Music Technology | 2.2 |
| Sept 2000 – July 2002 | West Thames College BTec National Diploma Music Technology | Merit |
| Sept 1996 – July 1997 | Esher College, Thames Ditton - GNVQ Intermediate Media Studies | |
| Sept 1990 – July 1996 | Rectory School, Hampton - 10 GCSE qualifications | |