

LOUISA KING

www.clkdigital.co.uk
louisa@clkdigital.co.uk

PROFILE

I am a creatively minded product designer with over 15 years' experience. I have worked on a variety of projects and brands across a range of disciplines. One thing has always remained at the core of all my work - usability. I'm passionate about designing products that solve problems and add value to their users. I have experience in creating products from the ground up. Starting with user journeys and wireframes, right through to branding and UI design.

Being able to work across a range of disciplines allows involvement and understanding at a level which ensures the integrity of the original concept is preserved throughout the project and not compromised at any stage.

I have lots of experience with website and UI design, creating products that are functional and beautiful. I am passionate about design and usability and the role design plays in leading the user experience.

KEY SKILLS AND SOFTWARE

Figma, Sketch, Photoshop, Illustrator, XD, UI/UX, InDesign, responsive design
HTML/CSS (SASS & LESS), JavaScript/jQuery
Premier Pro, After Effects

EMPLOYMENT

AA Driving School - Product Designer - November 2020 to present.

Working to a strict MVP approach I design solutions as part of a multi-disciplinary product team. From user journeys, wireframes, and prototypes, to high fidelity UI mock-ups, I work across a range of web products and apps. Users are at the core of all my work, and inform my approach to discovery, testing, and iteration. I have experience of working as the lead designer on specific projects, and working collaboratively, always being mindful of the wider stakeholders and business objectives.

CLK Digital - Freelance Digital Designer - January 2011 to present.

Freelancing for various agencies across the UK and offering personal clients a range of digital design services. Starting with wireframing and user flows I create intuitive and user-friendly foundations before progressing to visual design, creating UIs that are easy to use and also beautiful. As an experienced commercial designer, I also understand the importance of customer engagement, and the importance of good design and engaging interaction in the success of a commercial website. I also have plenty of experience with responsive design, ensuring products work seamlessly across a variety of screens and devices, and possess good front-end coding skills.

News International - Digital Designer - January 2009 to December 2010.

I worked across all the NI brands, from The Sun to The Times, in the digital solutions department. I designed a variety of digital products, from the Dream Team website and app to animated banner ads and emails for external clients such as Sony and Lloyds.

Friends Reunited - Digital Designer - September 2006 to January 2009.

I worked on a variety of projects across the Friends Reunited brands, designing websites, micro sites, emails, and banner ads.

EDUCATION

BA (Hons) Graphic Design specialising in Interactive Media, Bath Spa University 2.1

BTEC Diploma in Foundation Studies Art and Design Merit

A-levels Art B, English B, Maths C

GCSE's 3 x A*, 7 x A, 1 x B