

Andy J Elliot

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Senior Product, UX, UI Designer

I am a Senior Product, UX and UI designer with a background in web development and a focus on B2B and B2C SAAS products. I am proficient in nurturing ideas from concept to production and enjoy creating instinctive, simple and accessible user experiences that create value by seamlessly merging user, business and technical needs.

Senior Product Designer

November 2023 - Present, Crowdhelix

I continue to work with key stakeholders within Crowdhelix on improving the design and experience of the existing platform and working closely with the development and internal design teams to design, build, and deploy a new atomic design system, brand, and new product features.

Lead Product Designer

November 2022 - March 2023, Byway Travel

Collaborating with the CEO, CTO, CMO and product managers to move their brand identity and design maturity forward.

- I introduced the use of analytics and usability tools Google Analytics and Post Hog to monitor customer behaviour pre and post feature release.
- integrated a 'design thinking' process and customer-driven UI/UX design practices into their business.
- I modernised their existing UI and UX as well as working on next iterations to incorporate a number of user and data driven features.
- I worked on introducing a more consistent design language by way of a design system and working closely with their development team as a consultant where design and development intersected.

Senior Product Designer, Front-End Developer

2020 - November 2022, Transpond.io

I worked closely with c-suite stakeholders and the development team at Marketing SAAS app Transpond.io. Following their partnership with Capsule CRM.

- I worked on their entire UI refresh following their rebrand.
- I designed the experience behind their brand wizard onboarding tool.
- I designed their integration, signup and onboarding flow with Capsule CRM which achieved over 350 feature installs and 108 new signups to Transpond.io within its first 3 months.
- I redeveloped their homepage using vue.js

Senior Product Designer, Front-end Developer

2016 - November 2022, Capsule CRM

I collaborated closely with customers, managers as well as c-suite stakeholders and cross-functional teams to explore, define, design, build, ship and test features of varying size and complexity for both their desktop and mobile app.

- Used an adaptable design process in a start-up environment and worked within the challenges that come with growth.
- I collaborated with other designers to build and maintain Capsule's design system.
- I designed Capsule's new signup flow which increased their conversion rate by 5%.
- I designed Capsule's in-app email feature which was successfully used over 24k times in a 3-month period after launch.
- I designed Capsule's introduction of teams and roles features.
- I designed the first iteration of Capsule's Sales pipeline Kanban board feature.
- I lead the running of ideation workshops, prototyping and running internal and external usability testing sessions.
- I regularly prototyped using Figma, tested using Google Optimize for A/B testing, monitored new features using Google Analytics, Pendo and Hotjar.

Brand and Marketing Designer

2015-2016, Capsule CRM

I worked closely with the head of design, to design Capsule's new brand and build their accompanying marketing website.

Web Developer

2012 - 2015, Code Computerlove

I worked as a MVC.NET and Php Developer at a vibrant and high-energy digital agency Code Computerlove. Working in an agile fast-paced environment building Sitecore, Umbraco and Wordpress based solutions for a diverse range of clients, including Oxfam, Chester Zoo, Woodland Trust and Amnesty International.

Email: andy.j.elliott@gmail.com

Education

BSc (Hons) Internet Computing, 2:1

2007 - 2010, Manchester University

Voluntary Experience

Product Design Mentor

2023 - Current, ADPList

I was recognised as being in the top 1% of mentors (2023).

Helping teach design heuristics, design tools and UI/UX best practices and giving portfolio and career advice.

Skills

UI Design · UX Design · User-Centred Design · Design Systems · A/B Testing · Interaction Design · Wireframing · Low and High Fidelity Prototyping · Design Communication · Responsive Design · User Analytics & Insights · Information Architecture · Accessibility · User Journey Mapping · User Flows · User Persona Creation · User Research · User Interviews · Problem Solving · Stakeholder Management · Development (Webflow · HTML5 · SASS · CSS3 · JavaScript · PHP · Jigsaw (PHP) · Jekyll · Ember · Vue.js · Wordpress)

Design Tools & Applications

Figma · Sketch · Principle · VS Code · Pendo · PostHog · Git · Hotjar · Google Analytics · Google Tag Manager

Other Skills & Interests

Automotive Photography · Photo content strategy · Brand Design · Hiking · Surfing