

# Alexander Newson

[www.alex-newson.com](http://www.alex-newson.com)  
[www.linkedin.com/in/alex-newson/](http://www.linkedin.com/in/alex-newson/)  
a-newson1@hotmail.co.uk  
+44 7727 338626

## Education

**MA User Experience Design - University of the Arts London**  
Distinction  
2020 - 2021

**BSc Multimedia Technology and Design with a Year in Industry - University of Kent, Canterbury**

First Class Honours  
2016 - 2020

## Skills

**Design**  
User Experience Design  
User Interface Design  
Usability Testing  
Motion Design  
Design Research  
Filming/Editing  
Low Fidelity to High Fidelity Prototyping  
Storytelling

**Tools**  
Adobe Creative Suite  
Photoshop  
Illustrator  
After Effects  
Premiere Pro  
Sketch  
Figma  
AI tools (ChatGPT, Copilot)  
Ms Office  
HTML/CSS/JS  
Webflow  
WordPress

## Awards

The Best Final Year Project with a Therapeutic Application  
Issued by Speech Link Multimedia Ltd  
July 2020

## Experience

### Junior UX Designer

BBC July 2022 - Present | London, UK

As a UX Designer for TV platforms on BBC iPlayer and Sounds, I collaborate closely with product, editorial, and technology teams to deliver user-centered experiences. My role involves working with colleagues across UX&D to understand user needs and translate them into effective solutions. This includes creating sketches, user journeys, wireframes, and navigational prototypes that contribute to a coherent experiences.

### Associate Lecturer

London College of Communication, UAL April 2023 - Present | London, UK

As an Associate Lecturer at the London College of Communication, I have collaborated with colleagues to plan and deliver course content for both MA and BA User Experience Design. I have also designed and facilitated workshops focused on collaboration and ideation with AI, and guided third-year students from initial concepts through to high-fidelity outcomes in their final projects.

### Website Designer and Developer

Freelance September 2017 - July 2022 | UK

Working as a freelance Web Designer and Developer, I designed and developed a WordPress website for Kemsing Lawn Tennis Club. I also delivered UX design and front-end development for the font-licensing company Terrapin. Additionally, I assisted in creating a user-generated content site for the global education association Cumulus, built on WordPress.

### Design And Development Internship

Dodgems and Floss July 2020 - Sep 2020 | Canterbury, UK

I collaborated with a small team of designers on multiple projects during my three-month internship. Using Photoshop and Illustrator, I created social media assets for student entrepreneurs at the University of Kent. Additionally, I designed and developed a Squarespace website for a local dog park, ensuring the site adhered to professional UX principles and tools.

### Website Designer Internship

Nintendo of Europe July 2018 - March 2019 | Frankfurt, Germany

During my placement year, I worked as a Website Designer for Nintendo of Europe in Frankfurt, Germany. In this role, I created digital assets to support marketing, social media, and e-commerce teams. Key projects included designing the Christmas sales page, leading the design of a Kirby-themed webpage, and mentoring a student for a week using a syllabus I developed.

### UX Designer Internship

Yoyo Design June 2018 - July 2018 | Tonbridge Wells, UK

I was part of the UX team at Yoyo Design, where I gained a strong foundation in UX practices. I contributed to projects such as Local Trust by creating site maps, developed content flow maps for Jordan International Bank, and produced wireframes and user flow maps for Smiths. Additionally, I practiced web and visual design by creating mock-ups for Real Travelling.