

Resume

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Melbourne, 3141

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Joseph Leaf



Ui/Ux Designer

Portfolio:
josephleaf.webflow.io

My Education

09.2013 - 05.2017 **BA (Hons) Design for Industry**
Northumbria University, UK

Personal Profile

An experienced and diligent professional designer with 5+ years' experience building, maintaining and delivering successful digital products across various industries. A committed, self-motivated and hardworking individual who undertakes tasks to the highest standard. Motivated by learning new skills, embracing new challenges and working alongside like-minded people.

Software Skills

Adobe Creative Suite



Figma



Sketch



Adobe XD



Proto.io / ProtoPie



Final Cut Pro



Shopify



Bubble.io



Webflow



Jira



Confluence



HTML/CSS



Job Experiences

2022 - Present **Cogsflow, Melbourne**
Lead Designer

- » Design and development of new customer onboarding product.
- » Transferring high-fidelity framework to product release with confidence.
- » Overseeing rebranding of the company.
- » Creation of detailed customer journeys and onboarding experiences.
- » Staying up-to-date with developments using agile project management tools.

2019 - 2022 **Voom Nutrition, UK**
Lead Designer & Digital Marketer

- » Boosted ecommerce sales through on-page and off-page marketing methods.
- » Designed new packaging for products, using user-centred processes.
- » Designed and developed marketing campaigns and creative content.
- » Improved brand awareness through unique content creation.

2020 - Present **Isho Design, UK**
Director/ Lead Designer

- » Design visually appealing and functional websites for clients.
- » Conducting user research, designing layouts, creating wireframes / mockups
- » Adopt a client-centric approach to meet client needs.
- » Ensure client needs are met throughout entire product lifecycle.
- » Stay up-to-date with design trends/technologies for a great user experience.

2017 - 2020 **Innovative Enterprise, UK**
Digital Manager & Workshop Leader

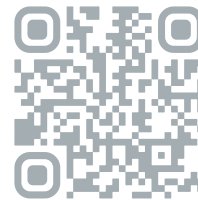
- » Designed new and maintained existing business website
- » Delivered career / personal development workshops to students across the UK
- » Implemented engaging workshop programs.
- » Produced marketing graphics for careers book.

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Job Experiences continued

2017 – 2019 **Blackbeard Design, UK**
Lead Designer

- » Managed multiple design projects concurrently across Lancashire
- » Led the development for a new customer product aimed at high school students seeking future career opportunities.
- » Crafted bespoke websites that delivered seamless user experiences

2019 – 2020 **Whistler Blackcomb, Canada**
Ski Instructor

- » Delivered skiing lessons to clients of all ages and abilities, ensuring a professional and safe learning environment
- » Empowered clients to reach their individual learning goals
- » Developed effective and motivational leadership skills, including the ability to organise groups efficiently

Professional Skills

- » User research and testing
- » Wireframing and prototyping
- » User interface design
- » Interaction design
- » User experience design
- » Project management
- » Agile methodologies
- » Teamwork and Feel-good-Management
- » Commercial awareness
- » Fast and strong decision making
- » Team communication
- » Management and leadership

My Personal Credo

Design is not just what it looks like and feels like. Design is how it works
Steve Jobs

I believe in creating user-centered designs that prioritise simplicity and ease of use. I strive to understand the needs and behaviors of users to craft intuitive and engaging experiences. I am committed to constant learning and staying up-to-date with the latest design trends and technologies. My ultimate goal is to deliver exceptional products that improve people's lives and make a positive impact on the world. I am passionate about my work and take pride in creating user-friendly interfaces that are visually appealing and functional.

Job References



Upon request

Hobbies



Skiing



Football



Traveling



Hiking



Gaming



Movies



Socialising



Music