

Alex Fairholm

Lead UX/UI Designer

An accomplished Lead UX/UI Designer experienced in leading design initiatives and crafting intuitive user experiences. Leveraging a diverse skill set, I aim to contribute innovative solutions while driving product excellence and user satisfaction.

Email
alexfairholm1@gmail.com

Website
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Phone
(+44) 7791314508

Location
London, UK

Socials

LinkedIn
linkedin.com/in/alex-fairholm

Behance
behance.net/alexfairholm

Languages

English

Tools

Figma

Framer

Adobe Illustrator

Webflow

Squarespace

Miro

Survicate

Optimal Workshop

Lookback

Relume

Experience

 **Nester**
Jan 2022–Present
London
Finance Industry

Lead UX/UI Designer • Jan 2023 – Present

- Led the end-to-end design of the Nester Product, with particular focus on the new investor platform (launched in Nov 2023) from conceptualization to execution, ensuring its harmony with the overarching vision and bolstering the unified Nester experience.
- Managed and mentored a junior designer. Provided guidance and mentorship fostering their professional development by actively supporting skill enhancement, leading collaborative sessions, delivering constructive feedback, and empowering them to assume ownership of projects, enabling their growth within the organization.
- Supervising the entire design journey right through to implementation, guaranteeing the delivery of high-calibre outcomes. For instance, maintaining oversight across multiple projects to ensure consistency in quality and alignment with objectives.
- Identifying opportunities to enhance design methodologies and broaden our research scope, contributing to the advancement of the business. This involved integrating new tools like Hotjar and leveraging platforms like Survicate to glean insights, enabling informed decision-making, iterative improvements, and serving as invaluable resources for upcoming projects and resulting in a notable upsurge in user engagement metrics.
- Continuously pursued avenues for efficiency enhancement and played a pivotal role in overseeing the user experience in optimising our infrastructure and delivering increased operational efficiency with the implementation of the SAAS tool SuperBlocks.
- Encouraged a culture of learning, staying updated with industry trends, and implementing new design methodologies and systems where applicable, such as the use of the AI tool Relume in our user research practices.

UX/UI Designer • Jan 2022 – Jan 2023

- Managed the full scope of design elements, including initial discovery, user journey mapping, and final UI design execution, leading to the successful launch of Nester's Investor App.
- Fostered a user centred design approach to develop a deep understanding of customer needs, through comprehensive user research such as user surveys, interviews, card sorting, etc, ensuring the delivery of the right solutions by comprehending the 'what,' 'why,' and 'how' of the problems addressed.
- Leveraged adept communication, documentation, and facilitation skills. Orchestrated regular cross-functional meetings resulting in clearer communication channels and a shared understanding of project requirements. By orchestrating regular cross-functional meetings and an improved handover documentation process resulting in clearer communication channels and a shared understanding of project requirements.
- Championed the creation of intuitive, and accessible user experiences that harmoniously balanced user needs, technical constraints, and business objectives. Achieved by fostering visible and constructive feedback channels that promoted continual improvement and coherence between user-centric design and overarching business objectives.

 **Sky**
Mar 2021
London
Broadcast Industry

Sky Labs – UX/UI Designer • 2 week project placement

- Designed, developed and tested Features across Sky Products
- Worked alongside the project manager and owned the whole design process using a user-centred approach.
- Create information architectures and prototypes of new technologies across multiple devices.
- User-centric and demonstrates empathy with users in design.
- Liaising with various stakeholders around the business to provide a business case for the product and implement it into the project road map.

 **Sky**
Sep 2014–Jan 2022
London
Broadcast Industry

Sky Sports Planner Media Researcher

- Orchestrated collaborative efforts with diverse stakeholders to curate content aligning with Sky Sports' objectives, shaping top-tier editorial plans across various sports.
- Cultivated strong relationships, negotiating sales contracts generating an annual income of £500k for Sky, while meeting client objectives.
- Managed live studio output and developed robust relationships with clients, crucial in meeting expectations and achieving key deliverables.
- Drove system enhancements leading to increased departmental efficiency.

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Education



CareerFoundry



UX Design Program & UI Immersion Program

Dec 20 – Nov 21

- Completed an immersive bootcamp course focusing on User Experience Design, dedicating over 400 hours to transition into a tech-oriented career.
- Crafted portfolio pieces demonstrating proficiency across the entire UX methodology, from research to visual design, culminating in fully developed products.
- Designed and prototyped projects showcasing information architectures for various devices.



Loughborough University

2.1, BA Hons: History & International Relations

Sep 09 – Jun 12

Skills



Design

Web Design

Mobile Design

User Research & Analysis

- Wireframing
- Prototyping
- Testing

Design System

User Centred Design

Cross-platform Design Expertise (Android/iOS)

Basic CSS/HTML/Javascript



Leadership/Innovation

Strategic Planning

Decision-Making

Adaptability

Project Oversight

Project & Team Leadership

Stakeholder Management

Communication & Collaboration