

# Gemma Phillips

## Creative UI Designer | UX Knowledge | Agile Methodologies

Creative user-focused UI Designer with 20 years experience across the web industry creating intuitive and visually appealing interfaces. Driven to solve design problems and improve usability through research, data analysis and interactive design. With an interest in accessibility, inclusion and UX research methodologies.

*Design, although itself subjective, I believe as a designer its important to base everything we do on documented research and collective analysis to provide a user experience that is accessible for all.*

## Employment

APR 2024  
MAR 2017

### UI Designer - Modix UK part of Cox Automotive - Congleton (Remote)

Primary UI Designer for the Volkswagen Team creating LoFi and HiFi concepts/prototypes. Working with internal and external design systems. Creating design solutions for Volkswagen, CUPRA, Bentley, SKODA & SEAT Team collaboration and problem solving as part of the in-house design team. Working alongside the UX team to research/process data to influence design decisions. Designed the new VWG in house template solution. Presenting ideas, concepts and prototypes to internal and external stakeholders Customer/user focused within an Agile environment using scrum methodologies to deliver work often, quickly and in a time box approach.

APR 2017  
JUN 2014

### Designer / Front End Developer - Manheim Retail Services Ltd. - Adlington

Working with clients such as BMW, Bentley, VW Group, Lexus, Nissan and Hyundai to produce detailed responsive wireframes and concepts also create bespoke features and write well structured code for used vehicle locators. Working in an Agile environment alongside a team of Scrum Masters, BAs, Developers and QAs.

MAY 2014  
MAR 2012

### Senior Web Designer - N Brown Group - Manchester City Centre

Promotion to Online Creative Lead for the Younger Segment of brands which includes Simply Be, Fashion World and Marisota. Manage, plan and schedule work for a team of 5 designers. Pitch promotional ideas to internal stakeholders regarding new ideas and functionality. Ensure promotional design solutions are delivered efficiently and on time Liaise with art directors, print teams, brand, marketing and IT to introduce new functionality to the websites and ensure multi-channel consistency. Use of analytics tools such as Google Analytics to analyse data from visitors / assessing results from A/B testing to test website functionality and layouts.

FEB 2012  
JAN 2010

### Web Designer - N Brown Group - Manchester City Centre

Deliver design solutions for the younger female fashion brands. Design and build promotional content for web, social, affiliate and email. Collaborate and brainstorm with brand managers, account co-ordinators and merchandising teams about new ideas and seasonal promotions

DEC 2009  
DEC 2008

### Head of Creative (contract role) - BB Solutions - Newcastle-under-Lyme

Heading up the creative side of an small agency delivering web, print, copywriting and search engine optimisation solutions

NOV 2008  
NOV 2006

### Web Designer/Developer - Eazyfone - Macclesfield

Maintaining websites, print and marketing material for the five mobile phone recycling brands including envirofone

NOV 2006  
JUL 2005

### Web/Graphic Designer - Carphone Warehouse - Crewe

JUL 2005  
MAR 2004

### Web Designer - Fired Up Marketing - Stoke-on-Trent

MAR 2004  
DEC 2003

### Designer - Triad Trade Textiles - Congleton

JUL 2002  
SEP 2001

### Designer/QA Analyst - Accenture HR Services - Stafford

Grade 1st (Completed as part of University Degree)

## Education

JUN 2003  
SEP 1999

### BA(Hons) Interactive Multimedia 2:1

Staffordshire University

JUL 1999  
SEP 1997

### A-Level English Literature (B)

### A-Level Design Technology (B)

### A-Level Geography (B)

Biddulph 6th Form

JUL 1997  
SEP 1994

### GCSE - 9 Higher Grades

Biddulph High School

## Contact



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## Software & Applications

Figma  
Adobe XD  
Sketch

Photoshop  
Illustrator  
InDesign

Mural  
Jira  
Confluence  
Google analytics  
Zeplin

Miro  
Microsoft Teams  
Slack  
Microsoft Office  
SharePoint

## Skills

### UI/UX

User centric design  
Working with / creating Design Systems  
Multi-platform & device solutions  
MVP design  
LoFi & HiFi concepts/prototyping  
Usability research  
Data analysis  
Copywriting  
Quality assurance / test cases

### Development

HTML/CSS  
Handcoding

### Ways of working

Scrum  
Agile methodologies  
Presenting to stakeholders  
Cross functional team collaboration  
Mentoring and managing