

# LOUISE STEWART

UX Designer

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## ABOUT ME

After running my own website design business in New Zealand for 7 years and designing software for the medical industry in the UK, I have recently arrived in Brisbane and looking for my next UX adventure.

I enjoy being given opportunities to lead and participate in the digital creative design process that massively impacts users.

Combining my love for design, project management skills and a customer-focused mindset I am equipped with a multi-faceted skillset, instrumental in succeeding in today's UX world.

## PERSONAL SKILLS

- Planning and Organisation
- Creative
- Innovative
- Collaborative
- Solution Driven
- Committed
- Analytical Thinking
- Empathetic
- Motivated
- Approachable
- Project Management
- Continuous Improvement

## EDUCATION

UX Design  
Professional Diploma  
2022  
UX Design Institute

B.A. Design  
2009  
Open University, Edinburgh

## WORK EXPERIENCE

### UX/UI DESIGNER

2023-2024

Cegedim Healthcare Solutions

Working as part of a UX team with my own projects, I specialise in designing cloud based software for primary care - General practitioner and prescribing systems. Collaborating closely with cross-functional teams, including developers, product managers and other stakeholders to ensure seamless integration of new and improved designs that meet the stakeholder and legal requirements expected.

#### Day to Day

- Leading and participating in UX design workshops.
- Participating in initial research meetings with GP's, patients and product managers.
- Developing components, maintaining and organising our design system.
- Create, demonstrate and propose user flows, lo-fi / hi-fi wireframes and prototypes and validate design concepts before the development process by presenting to my team and key stakeholders.
- Conducting remote usability testing with real users to ensure the end product design provides users with the optimum experience in terms of efficiency, effectiveness and engagement.
- Achieve agreement and formal sign-off of requirements by stakeholders and governance groups as required.

### UX/UI DESIGNER & DIGITAL MARKETING FREELANCER

2015-2023

Digirella - New Zealand

I manage all aspects of operations and business direction for this self-built website development and marketing business, encompassing client engagements, project management end to end, UX/UI design, content management and technical functions related to the final deliverables to ensure successful handoffs.

#### Day to Day

- Realise, conceptualise and translate the creative vision into a top-notch website with aesthetic sense and flare while ensuring brand alignment and functionality.
- Create, demonstrate and propose user flows, wireframes, prototypes and validate design concepts before the website development process.
- Monitor and manage performance analytics for website, marketing, content and ad performances to identify areas for improvements impacting the user experience and design concepts.
- Develop and manage digital content, including digital adverts, mailers, posters and other assets that suit the overall thematic layout.
- Perform other technical and business functions including domain hosting, email setup, contract management and invoicing, to maintain smooth operations.

### WEBSITE & CONTENT MANAGER

2011-2015

Belgica Furniture - Scotland

As the Website and Content Manager, I coordinated with the Website Developer to drive progress toward creating and subsequently administering an eCommerce platform for Belgica Furniture, one of Scotland's leading furniture stores. I also provided additional value to the organization by supporting store sales.

## TOOLS

- Figma
- Miro
- Adobe Photoshop/ InDesign
- Understanding of HTML / CSS
- Survey Monkey / Mailchimp
- Wireframing / Prototyping
- Affinity diagrams
- Competitive Benchmarking
- Journey Maps / Card Sorting
- Agile Working / WCAG
- Usability Tests / Screenflow / AB Testing
- Google Ads / Google Business
- Slack / Trello / Confluence / Jira
- Shopify / Wix / Magento