



## Josh Soer

### UX/UI DESIGN

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### PROFILE

I am currently working as a UX designer at Boohoo Group. Along with design, I have a passion for understanding the behaviour of users and how they interact with interfaces.

I have a keen eye for design and always look for new and innovative trends to implement throughout my creative process.

### KEY SKILLS

- User Research
- Wireframing & Prototyping
- UX Design
- UI Design
- User Testing & Feedback
- Information Architecture
- Adobe XD
- Figma

### PERSONAL SKILLS

- Highly motivated and adaptable
- Good under pressure
- Think analytically to problem solving
- Willing to learn
- Excellent communication skills
- Responsible and culturally aware
- Works well in a team

## WORK EXPERIENCE

### UX DESIGNER

#### *Boohoo Group PLC*

Dec 2023 - present

- Use a number of research methods to understand the customer.
- Design low & high fidelity prototypes.
- Review user testing results and user behaviour data to identify areas of improvement.
- Design for accessibility.
- Collaborate and work with cross-functional teams.
- Design test variations to be A/B tested on the live site.
- Ideate and problem solve coherent user-centred solutions.
- Promote UX best practices and a user-centred approach throughout the business.

### UX DESIGNER

#### *Texecom*

Jan 2022 - Oct 2023

- Use a number of research methods to understand the customer.
- Wireframing/designing high & low fidelity prototypes.
- Coordinate UX projects from beginning to end, ensuring a user-centred approach throughout each stage.
- Analyse qualitative and quantitative behaviour.

### UX DESIGNER

#### *Every1 - Design Agency*

Mar 2021 - Dec 2021

- Develop site maps and content hierarchies.
- Produce client ready wireframes and prototypes.
- Conduct A/B testing and analyse the output.

### UX/UI DESIGNER

#### *AgriBriefing*

Sep 2018 - Mar 2021

- Conduct user research.
- Design wireframes and prototypes across all AgriBriefing brands.
- Creatively direct brand identities and guidelines.

## EDUCATION HISTORY

### **BSc Hons Interactive Media Development**

2015-2018

### **Lancaster University**

First class honours in undergraduate degree.