

## EXPERIENCE

### Adam Maitland

#### FREELANCE DESIGNER | 2015 - PRESENT

- Meet with clients either in person or online in order to discuss the scope of different projects.
- Advise clients on the best strategies to use for their particular products and desired audiences.
- Create unique UX focused designs, illustrations, and logos for customers.
- Review all projects to ensure the end product is error free.
- Ensure 100 percent customer satisfaction by presenting art to client and giving a chance for feedback.

### Halfords

#### FREELANCE DESIGNER | 2017 - 2018

- Creating print ready artwork in CMYK colours
- Following brand guidelines and print templates to produce high quality visuals and mock-ups
- Working to strict deadlines on several projects, and track own time.
- Designing website and social media banners

### Pepper Sq

#### UX DESIGNER | 2017 - 2018

- UI and UX Design work for all digital channels including website, login and my account
- Creating and maintain brand identity systems including logos and style guides
- Supporting user research and evaluate user feedback with design work and practices
- Creating pixel perfect visual designs for hand-off to development teams
- Creating wireframes, storyboards, user flows

### We Are Simplify

#### UX DESIGNER | 2011 - 2015

- Building relationships and work effectively with customers to identify and define features, use cases and user stories
- Create concept sketches, user flow diagrams, wireframes, prototypes, and interaction specifications for the development teams
- Deliver designs that meet web standards, ensuring that key elements are built in from the outset
- Communicate ideas effectively with all areas of the business.

## TOOLS

ADOBE CREATIVE SUITE  
ADOBE XD  
BRACKETS

## LANGUAGES

HTML/CSS  
JQUERY  
PHP (basic)  
JAVASCRIPT (basic)

## SKILLS

INTERACTION DESIGN  
VISUAL DESIGN  
CAMPAIGN + BRANDING  
PROJECT MANAGEMENT  
FRONT END DEVELOPER  
GRAPHIC DESIGN

## EDUCATION

STAFFORD UNIVERSITY  
DEGREE IN GRAPHIC DESIGN  
MAPLE HAYES SCHOOL  
MATHS: B  
ENGLISH: C  
SCIENCE: B  
HISTORY: C  
ART: A

## CONTACT INFO

### PHONE NUMBER

07955 466814

### EMAIL ADDRESS

AdamMaitlandDesign@gmail.com

### MY WEBSITE

AdamMaitland.com