CLAIRE DENNING
BA (Hons)

Amiable, dedicated, driven and passionate, with an impressively broad range of skills. An accomplished creative lead and a great team-player, with a practical down-to-earth approach. Agency and client-side experience, ranging from start-up companies to global blue chip clients. Proven ability to work on digital, UX, UI, print, and creative projects: from understanding business goals and concept creation, to IA and wire-framing, right through to high fidelity design iterations, UAT and successful launch. Working quickly, with meticulous attention to detail, leading to consistently outstanding results. Extremely versatile and quick to learn, and always hits the ground running.

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"**Leading** the design process, Claire was **instrumental** in the **success** of some major projects involving **complicated UX** challenges. With very **detailed design documentation** she **supported** the development team through the implementation process ensuring the output met stakeholder/customer requirements. A **genuinely nice person** with **vast experience** in many **design principles**."

- Kaldip Chohan, Development Manager, Alamy

"Claire worked closely with Alamy India UI Development in an offshore set-up, and she **expertly** filled her role in several projects. **Particularly impressed** about her attention to detail, web and UI knowledge and the team work. Claire would be an **asset to any team**, she earns my **highest recommendation**."

- Srinivas Paladugu, Delivery Head & CTO, Alamy India

"I worked with Claire in Microsoft Services and was impressed with the **great contribution** she made in the engagement. She worked hard with the customer, very **quickly understood** requirements and delivered some **impressively quick results** that for the first time enabled the customer to visualise the vision we were creating. **Really great impact**."

- Tom Chapman, Principal Engagement Mgr, Microsoft Services

"Claire's input as the Senior eCommerce Designer definitely contributed to the **success of Waitrose** online business. She grasped the requirements of the role quickly, showing she could **lead as well as listen.** Faced with the fast paced environment of grocery retailing, she demonstrated a **disciplined approach** to delivering **high quality** work on time, and **with passion**."

- Alex Murray, Web/Multichannel Development Mgr, Waitrose

"I can honestly say she was hard working, **innovative** and **committed** to her role. Not only that, she contributed to the team and the business by developing **process improvements** to areas both inside and outside of her creative zone. These contributions, her ability to quote projects accurately, manage time and her role as **mentor** to junior staff leave me with no doubt she would be great in a **Creative Director role** or similar. As a person she is fun, generous and thoughtful and also full of ideas. **I would recommend Claire to any business!**"

- Mike Harrison, Head of Digital Marketing, Essential

"Aside from the obvious matter of being a **very talented designer** I found she had an **astonishing aptitude** towards the technical. Claire picked up XAML **exceedingly quickly** and was able to contribute designs that were not only attractive but actually **technically feasible** too. Claire is **approachable, friendly, adaptable and pragmatic**."

- Jamie Davis, Windows Phone 8 Consultant, Microsoft

Skills

Current experience:	Acrobat, Axure RP, Balsamiq, Adobe CC, Confluence, Excel, InDesign, Illustrator, InVision, Material.io, Marvel, Photoshop, PowerPoint, Sketch, typing 70 WPM, repositories, version control, Word.
Past experience:	After Effects, Agile process, Audition, Blend, CMS, CSS, Dreamweaver, Encore, Fireworks, Flash, French, HTML, Premiere, QuarkXPress, SoundForge, Visio, Visual Studio, XAML, XML.
Exposure to:	C#, Figma, Flutter, InVision, JavaScript, Joomla, Marvel, Mockplus, Pencil, Sitecore, Wireframe.cc, XD.

Disciplines

» Apps - mobile, tablet	» Event graphics	» Prototyping
» Audio & video	» IA & user flows	» Responsive design
» Banners & hotspots	» Ideation	» Social media
» Branding & logos	» Photography	» UCD, UI, UX, XD
» eLearning tools	» Presentations	» Web design
» Emails/newsletters	» Print	» Wire framing

Qualifications & courses

» 1. Axure RP for UX Design; 2. Creating a Design System with Sketch; 3. Sketch Essential Training: The Basics	2017
» Jakob Nielsen: 1.Scaling User Interfaces, 2.Effective Ideation Techniques for UX Design, 3.User Interface Principles	2016
» The Bunnyfoot Workshop - Mind the Gap	2016
» Oxford Projects - Project management course	2016
» Introduction to Flash Actionscript 3	2010
» Advanced Flash 8, Advanced Flash 5	2007, 2000
» BA (Hons) Degree: Graphic Design & Illustration	1992
» 4 'A' levels (2 A's including Art)	1989
» 10 'O' levels and 1 'AO' level (7 A's including Art)	1987

Clients (direct and indirect)

Creative 20:20, Alamy, Alchemy Digital, Clere Design, Dunwoody, I-Motus, M4 Design, PAN Communications, Qwerty. **Education** NFER. **Energy** Chevron Oil, RPS. **Finance** Barclays, Distribution Technology, PwC. **FMCG** Birdseye, Tropicana, Unilever, Walkers. **Healthcare & Pharma** Abbott, Alaris Medical, Amersham plc, AstraZeneca, Bayer, Cardinal Health, CareFusion, CSW Health, Daiichi Sankyo, Dakota, Eisai, GSK, Janssen Cilag, Lilly, Martindale Pharmaceuticals, Medcover, Merck Serono, NHS, Norgine, Pfizer, PharmaVentures, Philips, Psion, Roche, Sanofi-Aventis, Serono. **Public Sector** HMRC, NHS, Police. **Real Estate** Mitie, Secondsite Property. **Retail** inComm, Waitrose. **Sport & Leisure, misc** Druid Racing, HydroDive, Lloyd's Gardens of London, Man Utd, RFU. **Telecoms & Technology** 3chillies, Aeromark, Allied Telesyn, AMD, Anacomp, Avnet Technology Solutions, Axial, Axiom Connection, Barcode Warehouse, Blackbay, Blackroc, Cisco, Codegate, Daiichi Sankyo, Enterprise, Fujitsu, IBM, Jade, Kelgray, Magellan, Microsoft, Motorola, MS&L, O2, Riverbed, Ryzex, Sankyo, Silicon Systems, SMS, Solarsoft, Sorce, Teneo, Unitech, Vertu, Virgin, Vodafone, Zebra. **Transport & Logistics** Bibby Distribution, City Link, EGL.

Interests

Food & cooking, performance cars, photography, skiing, travel.

UX Designer (senior role)
Sage People   *Dec 2017 - present*

» UCD role working in an Agile environment, developing workflow, specs, wireframes, mockups and hi-fidelity prototypes to illustrate and evaluate design concepts for responsive web and mobile apps.
» Championing user needs to bring them onto the roadmap.
» Hands-on user research and user testing.
» Present and debate design patterns and specific designs with designers, developers, product owners, and stakeholders.
» Work closely with Product Owners to align the product development strategy with target audience needs, brand positioning, revenue goals, and team resources.

ACHIEVEMENTS:
» Salesforce@Sage Hackathon 2018 winning team: Over 100 participants in 21 teams, from Sage Financials, Sage Accountant Cloud, Sage People and Payroll.
» Trailblazing a PoC using new technology
» Set up initial department work flow and file management.

Senior UI/UX Creative Digital Designer (self-employed)
Art Directions   *Jun 2011 - Jun 2014, Apr 2015, Jul - Dec 2017*

TOP CLIENTS: 3chillies (Microsoft Gold Partner), Birdseye, CityLink, GAME, Microsoft, Vertu, Virgin, Vodafone, Waitrose, Walkers.

» Company director, offering freelance conceptual, creative, digital & graphic design services, and creative direction.
» Liaising with clients, interpretation of requirements, quoting and budgeting, project management, designing and outsourcing.
» Working with product/country managers and translators to provide multilingual documents and applications.
» Working to stringent legal processes within pharma/healthcare.
» Quick adaptation to agency studio procedures and proven ability to 'hit the ground running' and exceed expectations.
» App/web design (Visual Studio, Blend, XAML, Axure), UX, UI, CMS.
» Android, iOS, Windows and Windows Phone platforms.

Visual Interaction Designer (senior role)
Alamy   *Jun 2015 - May 2017*

» Responsible for UI and UX solutions across the business.
» Translating stakeholder requirements into user-centred creative, innovative, and functional design concepts.
» Leading projects, guiding designers, and driving the dev team to ensure successful and timely launches on the live site.
» User-research, presenting concepts, user journeys, IA, wireframes, workshops, prototypes, polished visuals, assets, front-end dev guidance, and UAT - to ensure successful and timely deliveries.

ACHIEVEMENTS:
» Set up design department, implemented design processes and SLAs, produced style guidelines and reusable design patterns.
» Instrumental in producing the new, comprehensive Alamy Image Manager tool for image upload, submission tracking, and meta-data management, ultimately facilitating contributors to sell their images/

videos on Alamy stock photo library.
» Image search page with improved filtering, and responsive layout.
» Purchase path UX/UI improved, inc. shopping cart edit-ability.

Senior UX/UI Design Lead
Microsoft   *June 2014 - Mar 2015*

» Delivering advice and guidance to help customers, designers and developers create great user experiences for their solutions.
» Performing UX observations and working closely with end users to collect accurate and usable requirements and wishes.
» Taking the design lead in workshops to show how customers can incorporate their brand and requirements into a solution, to engage the customer and drive change.
» Collaboration with stakeholders and delivery teams, producing personas, scenarios, storyboards, IA, wireframes, brand integration and high fidelity visuals for functioning solutions.
» Designing and building apps for Windows and Windows Phone.
» Customising and deploying Microsoft enterprise products.

ACHIEVEMENTS:
» A game-changing policing solution.
» A PoC prototype for a FTSE 100 multinational company to unlock the value of data through integration, analysis and visualisation.

Senior eCommerce Designer (contract)
Waitrose.com   *Oct 2011 - Jul 2012*

» Managing digital content and merchandising assets; identifying and prioritising creative requirements for multiple teams; coordinating and driving design/development resources, guiding junior designers, and managing workload.
» Information-gathering, wire-framing and planning customer journey.
» Translating briefs into clear and engaging solutions.
» Daily production of assets and solutions across eCommerce and content pages, including seasonal/supplier hubs, and affiliate sites.
» Facilitating clear communication between multiple teams.
» Continuously improving in the site design, content and usability.
» Setting up design and approval procedures; coordinating folder structures between teams to enable more efficient work flow.
» Creating html/css and overseeing integration into CMS, testing.

ACHIEVEMENTS:
» Responsible for creative direction and assets for the smooth launch of the Waitrose Direct Services website.

Senior Creative Designer (position made redundant)
Essential Communications   *Sep 2009 - June 2011*

TOP CLIENTS: O2 and Motorola.
» The creative lead for an award-winning specialist B2B & B2C technology Marketing and PR agency.
» Interpreting the clients' business and communication needs, conceptual, creative and digital design, photoshoots, etc.
» Overseeing internal departments to deliver the creative vision.
» Sourcing and directing suppliers.

ACHIEVEMENTS:
» Set up asset library, introduced colour continuity for PCs and files.
» Increased work-flow and efficiency of the company with SOPs.
» Doubled design-generated revenue.

Senior Multimedia Designer (position made redundant)
Big Pink New Media   *Dec 2006 - Apr 2009*

TOP CLIENTS: Bayer, Janssen-Cilag, Merck Serono, Pfizer, Philips and Roche.
» Senior Multimedia Designer for an award-winning digital agency for blue chip consumer and global pharmaceutical clients.
» Prioritising, delegating, directing, mentoring, project management.
» Improving existing product marketing with fresh concepts.
» Establishing SOPs, asset management, and colour-continuity.

ACHIEVEMENTS:
» Advanced Flash AS2. Employer said "the best money ever spent".
» Brought in £60k of business from former personal clients.

Senior UX/UI Creative Digital Designer (Founder/Director)
Art Directions   *Oct 2002 - Dec 2006*

TOP CLIENTS: Daiichi Sankyo, Man Utd, Mitie, NHS, RFU, Tropicana.

E-media Designer & Project Manager
IMS Communications   *Jan 2001 - Oct 2002*

TOP CLIENTS: PwC, Barclays, Fujitsu and IBM.
ACHIEVEMENTS:
» Instrumental in producing an integrated solution which won the blue chip clients a £300m ten-year strategic partnering deal.

Graphic/Web Designer
Ecom5   *Mar 2000 - Jan 2001*

» Sole design responsibility for a start-up software dev company.
» Creating company brand identity and writing branding guidelines.
ACHIEVEMENTS:
» Self-taught Flash to produce a 12-page website within 2 weeks. Successfully learnt DreamWeaver and created the company five-page website in a similar 1-week challenge.

Junior & Senior Graphic Designer
Newbury Weekly News   *Jul 1996 - Mar 2000*

ACHIEVEMENTS:
» Senior Designer within 18 months; Production Manager cover.

Voluntary Expedition Artist
Raleigh International   *Dec 1995 - Apr 1996*

Graphic Designer / Illustrator
Seagull Print   *Oct 1994 - Apr 1995*

Illustrator
Friends of the Earth   *Jan 1995*

Watercolour Artist
Chevron Oil UK Ltd   *Jul - Aug 1993*

Freelance Illustrator   *Jul 1992 - Dec 2006*