Curriculum Vitae: Peter Cadney

DOB 12/08/81

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I have been specialising in effective planning, intuitive design and clean coding since 2004. During my career I have built a unique UX skill set that covers a broad range of disciplines; from research, design and development to conversion optimisation and training. I have worked with global brands as well as startups on both B2B and B2C projects bridging all sectors, from the construction industry, media, educational, gaming, retail and finance. With experience in web, mobile and hardware design; I have the capabilities and expertise to apply my skills across a wide range of formats.

"It is not the strongest of the species that survives, nor the most intelligent. It is the one that is most adaptable to change."
- Charles Darwin, 'The Origin of Species'

Skills

Workshop facilitation, user interviews, user testing, journey mapping, persona creation, IA, sketching, wireframing, prototyping, UI design, HTML, CSS, SASS, Js, Bootstrap, SEO, Google Analytics, data analysis, conversion optimisation, content strategy, copywriting.

Software

Sketch, Adobe CC, InVision, Marvel, Axure, Zeplin, Abstract, Git, Jira, BitBucket, Bamboo, SVN, Sublime Text, Code Kit, Visual Studio.

Commercial Experience (2004-Today)

2017 - Current Music Tribe Brands Ltd
Senior UX Designer
Currently working within R&D for a collection of industry-leading pro audio brands including Behringer and Midas. As the senior UX designer I am a passionate voice of usability within our department, making empathic user-centred design decisions as well as facilitating usability research labs and retrospectives.

Responsibilities:
- Working with stakeholders, engineers and designers in cross-functional agile teams.
- Leading qualitative and quantitative research; including user research labs and interviews.
- Delivering usability insights, use cases, user stories and journey maps.
- Designing wireframes and prototypes using pen and paper, Sketch and Marvel.
- Developing XML app templates in Git.
- Project management using Jira, Bitbucket and Bamboo.
- Running design reviews and retrospectives.
- Building communication between teams.

Key Achievements:
- Leading the UX design on a cutting edge Behringer hardware product; including research, defining the feature list and designing the interface.
- Solving complex UX problems within pioneering systems that integrate hardware with software, web and mobile app functionality.

Contracts (2015-2017)
UX/UI Design & Front-end Development

2016 intouchnetworks.com

Working alongside the design, marketing and conversion optimisation teams. Duties included ideation, wireframing, prototyping, front-end development, bug fixing, code reviews, team management,, training design team, interviewing.

- Ideation, Wireframing, Prototyping
- Responsive HTML, CSS, SASS + JQuery
- Lean UX
- Code reviews
- Team management
- Interviewing

2016 destinology.co.uk

Working within an Agile scrum team to improve the mobile experience and increase conversion rate for their luxury travel website. I worked closely with the lead designer in defining the user experience and bring designs from Sketch to life with HTML, SASS, Bootstrap and JQuery. The resulting deliverables were responsive Angular/.Net templates for mobile, tablet and desktop.

- UX Design
- HTML, CSS, SASS, JQuery
- Bootstrap
- Agile Scrum
- VisualStudio
- Angular
- SVN

From the time of launching the new site, to the time I left Destinology in May 2016, the online bookings were on an upward trajectory.

2015 travel.saga.co.uk

Joining a team of 12 to produce a new search area for Saga plc. I worked with the UX team, brainstorming, sketching out ideas, producing wireframes and prototypes for Saga's travel website. During the course of the project I was also responsible for producing responsive .Net templates, using HTML5, CSS3, JQuery, SASS, Bootstrap, Visual Studio and SVN for source control.

- UI & UX Design
- Wireframing
- Prototyping
- HTML, CSS, SASS, JQuery
- Agile Scrum
- Bootstrap

Freelance (2010-2015)
UX/UI Design, Development, SEO & Hosting

Working on a freelance basis, my work has covered a variety of areas including; UX design, UI design, front-end development, SEO, hosting, consulting and workshop facilitation.

- Qualitative and Quantitative Research
- Stakeholder Workshops and Ideation
- IA, User Flows and Sitemaps
- Wireframing, Prototyping
- HTML5, CSS3, SASS, JavaScript, JQuery

Key Achievement

2008-2017 Lettingaproperty.com
After winning the contract in 2008, I developed the initial strategy and lead the design team up until it's redesign in 2013. In 2017 I was asked to develop the UX and conversion optimisation strategy.

Project Timeline
2009 Operational, **2010** 300 Landlords registered, £31,500 in sales, **2011** 750 registered landlords £81,200 in sales, **2012** 1,300 registered landlords, £142,000 in sales, Buy to let Magazine Award 'Best Website Award 2012', £250,000 investment secured **2013** 2,300 registered landlords, £182,000 in sales, Good Web Guide's 'Property Website of the Year Award' 2013, Feature in Telegraph as up and coming Online Letting Agent, 10,000 registered tenants, **2014** £205,000 in sales, 23,000 registered tenants, £800,000 in total revenues.

Responsibilities:
- Project scoping, strategy and management
- Qualitative and quantitative research
- Wireframing and UI design
- Analytics data analysis and A/B testing

Recent Achievements:
- Increased traffic by 300%
- Increased conversions by 500%

Other clients include:

Shotter and Byers	Creative Common
Bristol 2015	Round the Twist Arts
Nimbus Antiques	The Factory Foundation

Previous Employment (2004-2010)
UX/UI Design, Front-end Development & SEO

2009-2010 Gabriel.co.uk
UX/UI Design/ Front-End Development / SEO
Gabriel Scientific Consultancy a provider of Mobile, PDA & web solutions.

As the lead front-end designer I worked with a team of back-end developers, developing web and mobile applications, WordPress, Drupal and bespoke content-managed websites as well as delivering SEO strategy for a range of clients.

Skills & Responsibilities:
- Web & mobile app UI design
- Quantitative & qualitative research
- Scoping projects
- Wireframing and prototyping
- HTML, CSS, JQuery, Drupal and Wordpress
- HTML email design
- SEO & Google Analytics

Key Achievements:
- Templine Recruitment: rebranding and website re-design with SEO. The new site increased site traffic by 150% after launch.
- 2009 redesigned the company website gabriel.co.uk. I produced the front-end design and optimised, standards compliant HTML & CSS.

Some of the clients I worked with:

Hunter Douglas N.V	Coloro	Catersure
Abbey Fire	Knightsbridge Mechanical	Templine Recruitment

2005-2009 Online Worx, Manchester
UX/UI Design & Front-End Development
Digital media agency and provider of Internet and multimedia solutions.

Responsibilities:
- Team management.
- Wireframing & Prototyping.
- Qualitative & quantitative research.
- HTML , CSS & JavaScript.
- Account management and building client relationships.
- Designing specification documents.

Key Achievements:
- I initiated a switch from table based design to XHTML, CSS and a new understanding of W3C Standards, increasing the accessibility, usability and search engine placement of future projects, as well as opening up new income opportunities from existing clients.
- I implemented two re-branding campaigns for the company, this included: re-designing the company logo, stationery and redesigning the website using fluid XHTML, CSS and JavaScript.
- Training and mentoring a graduate employee that went on to work for digitaslbi.com; one of the biggest SEO companies in the UK.

Some of the clients I worked with:

Atticus Clothing	Fred Aldous	RNIB (Royal National
Big L Radio	Modec Electric Vehicles	Institute of the Blind)
Everything But The Music	Moonpig.com	Swap Game.com

2004 - 2005 Eden Information Systems, Manchester
UI Designer (Intern)
UI design for an intranet application interface. Designed for the NHS as a means for all medical personnel to efficiently collect and store patient data.

Responsibilities:
- Designing UI wireframes and templates
- Designing an icon library
- HTML and CSS
- Visual identity design

Key Achievements:
- Established a consistent look and feel for the application this included the development of a custom icon system that was used throughout the user interface.
- UI elements were re-designed to be consistent with standard Web interactions. This allowed users to utilise their existing knowledge of Web conventions when working with the application.

Education (1991-2005)

2005 CCDigital Ltd	**Dreamweaver Dynamic Apps** - 2 day course
2005 CCDigital Ltd	**Intermediate Adobe In-design -** 1 day course
2003 Manchester City College	**Web Technologies Certificate -** 6 month course
2000-2001 Manchester City College	**Music Technology -** Higher National Certificate
1999-2000 Manchester City College	**Music Technology -** National Certificate
1997-1999 Manchester City College	**Audio & Visual Design -** National Diploma
1995-1996 Manchester City College	**Graphic Design** - Evening Classes
1991-1997 Parrs Wood High School	**8 GCSE's -** Grade C and above

Work Experience (1996)

Axon Garside	Graphic Design Agency
Connect Point	Advertising & Marketing Agency
Gabriel.co.uk	Provider of mobile, PDA & web solutions

Interests

Good design, music, going to gigs, UX meetups, psychology, food and cooking for friends, socialising, fitness, mindfulness, cycling and travelling.

Referees

Jonathan Daines	**Simon Gent**
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