

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. My passion lies in User Centered Design and Front-end Development. I have experience in roles covering a broad range of disciplines from art direction and web development to marketing and employee training. I have worked with clients 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 and development; I have the capabilities and expertise to apply my design and development 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'

Technical Skills

Workshop facilitation, user interviews, user testing, journey mapping, persona creation, IA, content strategy, sketching, wireframing, prototyping, UI design, HTML, CSS, SASS, Bootstrap.

Software

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

Online Marketing

SEO, Google Analytics, data analysis, conversion optimisation, content strategy, copywriting.

Commercial Experience

Current

Senior UX Designer

Working on R&D for a collection of the world's most renowned pro audio brands such as Behringer, Midas, Tannoy, TC Electronic, Turbosound, Klark Teknik, LAB Gruppen, Lake, TC Helicon and Bugera.

Contracts

UX/UI Design & Front-end Development

destinology.co.uk 2016

A 3 month contract later extended to 6 months, for the development of a responsive redesign of the Destinology website. Working within an Agile environment, I was responsible for converting designs for mobile and desktop from Sketch/Zeplin into responsive HTML5/CSS3 and integrating into a .Net/Angular project. I was using Visual Studio, Bootstrap and SASS with SVN for source control. I worked closely with the lead designer in UI design, UX decisions and troubleshooting responsive issues as they arose. From the time of launching the new site to the time I left Destinology the online bookings were on an upward trajectory.

travel.saga.co.uk 2015

Initially a 3 month contract that was later extended to 6 months, joining a team of developers to produce a new search area for Saga plc. Working within an Agile production environment, I worked with the UX team and produced designs for a new search area for Saga's travel website. During the course of the project I was responsible for designing static comps for mobile and desktop in Photoshop, coding responsive layouts using HTML5, CSS3, JQuery and Bootstrap, working within a .Net framework using Visual Studio and SVN for source control.

Training Facilitator

UX Design

Delivering a 1 day intensive training course in UX design covering topics including: gathering and analysing user data, creating personas, ideation, scenarios and storyboarding, designing prototypes and planning the development cycle.

Freelance

UX/UI Design & Front-end Development

Key Achievement

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 come back on board to develop the UX and conversion optimisation strategy.

Since July 2017 I have helped increase traffic and conversions by 500%.

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.

Key Tasks:

Project scoping, pitching, strategy, project management, UX design, conversion optimisation, sketching, wireframing, prototyping, landing page design.

Previous projects

nimbusantiques.co.uk

Objectives: Increase sales enquiries, modernise the brand and optimise organic & PPC marketing.

Strategy: Carry out research to form the basis of the design including visitor tracking, heat-mapping, competition analysis, heuristic analysis and analytics data analysis. Rebrand the company to improve customer facing image. Research search terms to form the basis of content strategy, produce a responsive design optimised for mobile, prioritise content, redesign the navigation architecture to improve usability, use call-to-actions to highlight key products and categories, setup content streams through social media channels, create landing pages for Adwords and provide ongoing conversion optimisation based on research and data analysis.

Result: 8 weeks after go-live a 10% increase in traffic and conversions.

roundthetwist.org

Objectives: A new design for a startup providing arts workshops for primary schools in disadvantaged areas in Greater Manchester. The website needed to represent the company as an imaginative, playful organisation that excels at connecting with children aged 4-11.

Strategy: The focus at the initial stage was on creating the brand image.

From a UX perspective it was important that the design was accessible to key budget decision makers within the school. Research pointed to time constraints these individuals faced when selecting companies, so priority was given to an explainer video. Overall content hierarchy was based on easy to scan, trust building information.

artvesica.co.uk

A personal project for my own therapy practise. **Objectives:** Increase enquiries, portray myself as a trustworthy, professional, skilled practitioner. **Strategy:** Simple, professional and elegant was the leading concept for the design; clear concise presentation of content, backed up with professional, quality photography.

May 2009 – August 2010

Gabriel Scientific Consultancy Ltd, Manchester

Front-End Developer / UX/UI Designer / SEO Consultant

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:

- Website & app UX/UI design.
- HTML & CSS development.
- Drupal & WordPress development.
- SEO and consultation.
- HTML Email Design (Mail Chimp/Campaign Monitor)
- Pitching & writing specifications.
- Project management.

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 while at Gabriel Scientific Consultancy Ltd:

Hunterdouglas N.V

Abbey Fire UK Ltd

Alpha Digital Solutions Ltd

Templine Recruitment

Knightsbridge Mechanical

Type One Mission

April 2005 – May 2009

Online Worx, Manchester

UI Designer & Front-End Developer

Digital media agency and provider of Internet and multimedia solutions.

Responsibilities:

- Design & Development.
- UI/UX wireframes and templates.
- HTML & CSS
- Account management and building client relationships.
- Designing specification documents.
- Managing, training and mentoring.
- SEO & Marketing
- Hosting management.

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 digitasbi.com; one of the biggest SEO companies in the UK.

Some of the clients I worked with while at Online Worx:

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

Nov 2004 – Feb 2005

Eden Information Systems, Manchester

User Interface Designer(Intern)

Eden information systems Intranet application interface. Designed for the NHS as a means for all medical personnel to efficiently collect and store patient data.

Responsibilities:

- Visual identity: logo design, branding, and colour scheme.
- Working closely with an ASP .NET developer to design new UI.
- Designing icon sets.
- HTML & CSS development.

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

2005 CCDigital Ltd

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2003 Manchester City College

2000-2001 Manchester City College

1999-2000 Manchester City College

1997-1999 Manchester City College

1991-1997 Parrs Wood High School

Dreamweaver Dynamic apps - 2 day course

Intermediate Adobe In-design - 1 day course

Web Technologies Certificate - 6 month course

Music Technology - Higher National Certificate

Music Technology - National Certificate

Multimedia Design - National Diploma

8 GCSE's - Grade C and above

Interests

Going to gigs, listening to and making music, good design, food and cooking for friends, socialising, fitness, cycling and travelling.

Referees

Jonathan Daines

Founder of Lettingaproerty.com

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Simon Gent

IT Director at Destinology

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