

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

Product design, UI design, UX research, user interviews, persona creation, user testing, journey mapping,, surveys, data analysis, sketching, wireframing, prototyping, conversion optimisation, running workshops, content strategy, IA, HTML, CSS, SASS, Js, Bootstrap, SEO, copywriting.

Software

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

Commercial Experience (2004 - Present)

2018 Lettingaproperty.com

Senior UX Designer (Contract)

Developing a strategy to revolutionise the experience for customers on the Lettingaproperty.com digital platform.

Responsibilities:

- Product design and developing product strategy
- Qualitative and quantitative research
- Customer journey mapping, Empathy Mapping, Persona Creation
- UI Design: ideation, wireframes, prototypes
- Leading workshops and delivering presentations
- Front-end development and technical consultancy
- Defining and managing the working process
- Recruitment & team building

Key Achievements:

- Developing product strategy for 2020
- Increasing conversions by 500%

2017 Music Tribe Brands Ltd

Senior UX Designer

Working within R&D for a collection of industry-leading pro audio brands including Behringer and Midas. As the senior UX designer I was 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.
- UI Design: wireframes and prototypes using pen and paper, Sketch and Marvel.
- Developing XML app templates using Git for source control.
- 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 touchscreen systems that integrate hardware with software, web and mobile app functionality.

Contracts (2015 - 2016)*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/UI Design
- HTML, CSS, SASS, JQuery
- Bootstrap
- Agile Scrum
- VisualStudio
- 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
- Wireframes & Prototypes
- HTML, CSS, SASS, JQuery
- Agile Scrum
- Bootstrap

Freelance (2010-2017)

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

2008-2015 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.

Project Timeline

2009 Operational, **2010** 300 Landlords registered, **2011** 750 registered landlords **2012** 1,300 registered landlords, Buy to let Magazine Award 'Best Website Award 2012', Investment secured **2013** 2,300 registered landlords, 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** 23,000 registered tenants

Responsibilities:

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

Achievements:

- Developed the initial strategy
- Built traffic to 2000 unique visits per day
- Increased revenue by 300%

Other clients include:

Bristol 2015
Nimbus Antiques

Creative Common
Round the Twist Arts

The Factory Foundation
Shotter and Byers

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:

- UI design: web & mobile app
- Quantitative & qualitative research

- HTML, CSS, JQuery, Drupal and Wordpress
- HTML email design
- Scoping projects
- 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. 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 (Remote)

UX/UI Design & Front-End Development

Digital media agency and provider of Internet and multimedia solutions.

Responsibilities:

- Wireframing & Prototyping.
- Qualitative & quantitative research.
- HTML , CSS & JavaScript.
- Account management and building client relationships.
- Designing specification documents.
- Team 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 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 Institute of the Blind)
Big L Radio	Modec Electric Vehicles	Swap Game.com
Everything But The Music	Moonpig.com	

2004 - 2005 Eden Information Systems, Manchester

UI Design (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:

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

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

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2003 Manchester City College

1999-2001 Manchester City College

1997-1999 Manchester City College

1995-1996 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

Audio & Visual Design - National Diploma

Graphic Design - Evening Classes

8 GCSE's - Grade C and above

Work Experience (1996)

Axon Garside

Connect Point

Gabriel.co.uk

Graphic Design Agency

Advertising & Marketing Agency

Provider of mobile, PDA & web solutions

Interests

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

Referees

Jonathan Daines

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