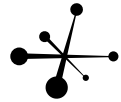


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# Alastair Bruerton

## UX/Product Designer

I am a UX/Product Designer with over ten years' professional experience specialising in user experience and visual communication design. My broad range of skills allows me to guide projects through the initial strategy and wireframing phase to the creative design and build across a number of digital platforms.

## WORK EXPERIENCE

### **ABruerton Ltd** – Freelance UX/UI Designer / Director

October 2013 – June 2017

Freelance UX/UI designer. Creative digital services for responsive / mobile UX, interactivity, UI, visual design and front end development.

FairFX – Product/UX Designer  
February 2017 – May 2017

The AA – UX/UI Designer  
November 2015 – January 2017

Dixons Carphone – UI/UX Designer  
July 2015 – September 2015

Overthrow Digital – Digital/UX Designer  
June 2015 – June 2015

Barclays – Digital/UX Designer  
September 2014 – February 2015

ILN – Digital Designer  
June 2014 – August 2014

Small Back Room – Digital Designer  
May 2014

John Lewis – Senior Digital Designer  
March 2014 – April 2014

JWT – Digital Designer  
December 2013 – February 2014

Valtech – UX Designer  
December 2013

Which? – UX Designer  
November 2013

### **Bauer Media** – Digital Designer

June 2012 – September 2013

My role was to provide creative digital services for commercial and marketing projects for KISS FM and Magic FM. This involved UX, design and front end development.

### **NV Interactive** – Interactive Designer

April 2011 – April 2012

This work involved UX, visual design and front end development, allowing me to work on a project from the strategy to delivery phase.

### **Yeahboi**

October 2011 – Present

With two others I founded Yeahboi Interactive, a boutique design agency specialising in digital solutions.

### **Provoke Solutions**

February 2007 – April 2011

Starting as a graduate designer I worked on a wide range of business software and websites. Roles covered design, user experience and front end development.

## SKILLS

### **User Experience**

- Interaction Design
- Information Architecture
- Wireframing / UI Design
- Rapid Concept Design
- Prototyping
- Strategy
- A/B testing
- Agile

### **Design**

- Visual Communication Design
- Responsive / Mobile
- User Interface Design
- Artworking
- Marketing
- Branding
- Ideation
- Illustration

### **Front End Development**

- HTML5 / CSS3
- jQuery
- Accessibility
- Web Standards
- Google Analytics

## TOOLS

Axure, Sketch, InVision, UX Pin, Visio, Balsamiq, JIRA, Confluence, Adobe Creative Suite: Photoshop, Illustrator, Dreamweaver, InDesign, Visual Studio, Expression Web, Campaign Monitor, Microsoft Visio, Microsoft Office

## EDUCATION

### **Bachelor of Design BDes(Hon),**

Massey University  
Majored in Interactivity

## REFERENCES

Available on request.