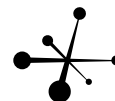


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# Alastair Bruerton

## Product/UX Designer

I am a Product/UX Designer with 13 years' professional experience specialising in user experience and visual communication design. My broad range of skills allows me to guide projects through the initial user research, strategy and wireframing phase to the creative design and build across a number of digital platforms.

## SKILLS

### User Experience

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

### Design

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

### Front End Development

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

## TOOLS

Sketch, InVision, Axure, UX Pin, Visio, Balsamiq, JIRA, Confluence, Adobe Creative Suite, Visual Studio, Expression Web, Campaign Monitor and industry standards.

## WORK EXPERIENCE

### **DNA** – Senior Experience Designer, Wellington

October 2017 – April 2020

I take a user-centred approach to design to help organisations improve their customer experience across their digital touch points. My role involves UX, quantitative and qualitative research, workshops and co-design sessions, strategy, design, user-testing, synthesis and making recommendations.

I have worked with a wide range of businesses and government agencies including MBIE, Ride Forever (ACC), Electricity Authority, NZ Post, Kiwibank, Mojo Coffee, Tenancy Services and Sport NZ.

### **ABruerton Ltd** – Freelance UX/Product Designer / Director, London

November 2013 – May 2017

Freelance UX/Product 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

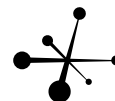
JWT – Digital Designer  
December 2013 – February 2014

Valtech – UX Designer  
December 2013

Which? – UX Designer  
November 2013

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**Bauer Media** – Digital Designer, London

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, Wellington

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 – 2017, Wellington

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

**Provoke Solutions**

February 2007 – April 2011, Wellington

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.

## EDUCATION

**Bachelor of Design BDes(Hon)** – Massey University, Wellington

Majored in Interactivity

## REFERENCES

Available on request.