

## EXPERIENCE &amp; TECHNICAL SKILLS

## NHS HEALTH EDUCATION ENGLAND: UX | UI DESIGNER

DEC 2017-PRESENT

Working as a part of the digital solutions team at NHS Health Education England, my role as UX/UI Designer requires me to help create the new nationwide TIS system (a platform that all trainee medical professionals pass through for training placements, administration, and assessment). The system was based on a very large 3rd party system that the NHS has used for many years, costing the government a considerable amount to run through a 3rd party. The decision to move this in-house required my role to help with creating a user-centered interface that helps users (administrators and trainees) to manage their placements, training, and assessments on a daily basis. My role involves me running over usability issues and sketching out solutions with users, product owners or developers, to running discovery workshops with users or stakeholders.

## Skills and role responsibilities:

- Discovery workshops
- User research using quantitative and qualitative data
- IA and site mapping with Xmind
- Sketching out concepts
- User journeys and feature visuals
- Wireframing
- Prototyping with InVision
- UI mock ups in SketchApp
- Usability workshops
- Delivery to development
- Testing

## ETS PLC: SENIOR DESIGNER | 2014-OCTOBER 2017

- UX for client systems and products
- UI for client systems and products
- Project management
- Brand positioning for products
- Infographics & Digital artwork
- Marketing & Advertising
- Brand guidelines for ETS
- Internal documentation

## INFORMA: CREATIVE DESIGNER | 2013-2014

- Creating and maintaining 12 WordPress websites for events and awards
- UX & UI for client sponsored WordPress micro sites
- Email design and build
- Digital banners for products, events and conferences
- Marketing material for all products

## UBM: DIGITAL ART EDITOR | 2010-2013

- Branding for events, conferences and awards
- Digital artwork for TTG brand, awards, conferences and events
- Advertising (digital and print) for sponsors and clients
- POS for WTM (World Travel Market) conference

## EMP PLC: DIGITAL DESIGNER | 2008-2010

## IDM PDG LTD: GRAPHIC DESIGNER | 2004-2008

## FRAGRANCE OILS LTD: GRAPHIC DESIGNER | 2000-2002

## TECHNICAL SKILLS

- **UX:** Agile and Lean experience working in Sprints: Discovery workshops, user research, establishing I.A and user journeys, sketching out concepts, wireframing, prototyping in InVision or Axure, usability testing (A/B guerrilla or workshops), presenting solutions and design delivery
- **UI:** Creating hi-fidelity mock-ups with Sketch or Adobe suite, establishing UI patterns and creating digital style sheets, delivery of assets and implementation support with developers.
- **Digital:** Creative solutions to responsive web and digital products, HTML responsive email campaigns, digital banners. Experience working with Adobe Flash on infomercials and websites, experience in creating digital products requiring animation, transitions and interactive elements.
- **Web Design:** Experienced in the design and build of HTML/CSS based websites, tailoring WordPress themes for commercial websites.
- **Graphic Design:** Print layout, branding/logo design, creative art working, POS, image manipulation, photo retouching/colour correction and hand drawing.
- **Software expertise:** Sketch & InVision, Axure, JustinMind, XMind, Adobe Creative Suite (In Design, Illustrator, Photoshop, Dreamweaver) WordPress, Joomla, Escenic, Quark X-press, plus production experience with 24/7 Ad serving. Design capable in Microsoft PowerPoint and Word.

## ADDITIONAL TRAINING

- HTML & CSS course (2 day course)
- WordPress website design to development (2 day course + online tutorials)
- UX Design and Implementation (3 day workshop + online tutorials)
- Advanced PowerPoint: Creative Template Design/Animation (1 day course)

## EDUCATION

Stockport College of F.E & H.E (Manchester City College)  
Higher National Diploma (HND) - Graphic Design  
National Diploma - Design and Photography



## Matt Leech

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UX | UI | DIGITAL | WEB | BRANDING | PRINT

As a UX/UI Designer, I currently find myself being very fortunate to work on a fantastic project for the NHS. I am part of a very talented, driven and exciting team of POs, BAs, User Researchers and Developers with Health Educate England. Our task is to help create an intuitive, user-focused system for all Trainee Medical Professionals and their Administrators across the nation. For them to manage and assess trainees through their professional careers. This involves me solving UX issues and queries on a day to day basis. Working agile sprint cycles my role can vary from documenting requirements and running workshops to sketching out ideas and building prototypes to share with stakeholders and users alike. I also work closely with the development team to implement these solutions which are rolled out nationwide. I love this project. Not only do I get to help people, but we are helping people who essentially help people. For me, it's a win-win.

I have worked in the design industry for over 17 years, working in graphic, digital, web and now UX and UI design roles. I have experience working both B2B and B2C for a wide variety of industries. These opportunities have seen me creating large bespoke HR systems for FinTech and retail giants, to working with a U.S based company to create a SAAS system for the U.S automotive industry.

Please use the links below to see my UX process and some examples of work

## Online portfolio link



References available on request