

# quade murrell

LONDON

A freelance UI designer who loves to design for web & mobile using his 10 years of experience to deliver a pleasant user experience

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## SKILLS & KNOWLEDGE

Sketch, Photoshop, Illustrator, Invision, Proto.io, Lookback.io, Zeplin, Digital design, Creative design, UI/UX Design, Creative direction, Responsive design, Bootstrap, Wire-framing, Prototyping, Principle for Mac, Bal Samiq, Usability testing and Data analysis, Crazy Egg, VWO & Bannerflow.

## WORK EXPERIENCE

**CCleaner - Avast (Previously Piriform)**  
Freelance UI Designer - London

January 2016 – Present  
(3 month contract 6x extended)

- Creating new designs for A/B & MVT testing such as the **release notes page** which raised revenue by **300% in its first week**. I also improved this design to increase sign ups which doubled without impacting the revenue
- Designed the **blog** to create a friendly engagement between us and the user
- Created **prototypes** for interactive designs and user journeys so the developers (internal and external) could bring my designs to life in the way I envisioned
- Analysing heat-maps, user testing videos and customer feedback to improve designs
- Created design for digital marketing including newsletters and landing pages

**Various agencies and companies**  
Freelance UI Designer - London

April 2015 – December 2015

- At **Abel & Cole** I worked on UX design improvements and seasonal marketing material
- At **Intel Security - McAfee** (The Blac Agency) I worked on marketing campaigns for the products
- At **School Website** I designed new websites for mainly secondary schools and academies

**Unibet - Online sports betting and casino - London**  
Lead UI Designer - London

April 2011 – April 2015

- I designed and built an array of responsive landing pages for 20 plus European markets globally which doubled conversion some countries
- Alongside my line manager (product owner) we successfully integrated **Bannerflow** into Unibet's marketing teams work-flow. After 2 years we built up the team to 2 designers and a developer which I led
- Conducting A/B tests and analysed the landing pages using Crazy Egg
- Designing widgets, banners, email and any other digital marketing material needed. I also created a style guide for banner production

**Photobox & Boots Photo - Personalised photo gifts**  
**UI Designer - London**

**June 2010 – April 2011**

- My main duty was to create the designs and propagate the HTML for the weekly promotions across the sites. We used an in-house CMS to do this which enabled us to make suggestions to the developers to improve our work-flow
- Conceptual design for A/B tests
- Digital marketing design which was mainly newsletters

**Blosh – Web Design Solutions**  
**Freelance UI Designer - London**

**February 2009– May 2010**

- Conceptual design for Joomla templates
- Designing web graphics and editing HTML using Magento CMS
- Logo designs

**Xcape With Us – Online Hotel Booking**  
**UI Designer - Palma de Mallorca, Spain**

**November 2007 – December 2008**

- Brand refresh
- Website redesign
- Digital marketing design

## **EDUCATION AND VOLUNTARY PROJECTS**

From 2002 - 2007 after graduating with an HND in Multimedia I gained experience by working on several projects. I started off designing flyers for night clubs eventually moving on to creating websites for small businesses, mainly in Flash. For most of these projects I also created the branding.

**References available on request**