

Dylan Mcleod

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UI / UX Designer

About Me

I'm a versatile designer focused on creating meaningful experiences through user centered design, combining user needs & business objectives to reach a common goal. I've spent the last 8+ years working in digital design on different projects and platforms across a vast range of industries. I have a healthy obsession with all things digital, strongly believing in the intersection of design and technology.

Day to day, it's my job to champion the user's needs and solve design problems with a mix of empathy, research and user testing. My sound working knowledge of HTML/CSS makes me a valuable asset in bridging the divide between design and development teams.

I'm a curious designer and I'm always keen to develop my skills further in the ever changing digital space. I am committed to design thinking, problem solving and creativity. My mission is to push the boundaries of the digital landscape and deliver rich, user centered experiences.

Skills

- UX Strategy
- User Research
- Sitemapping & User Flows
- Information Architecture
- Wireframing
- Prototyping
- Usability Testing
- UI / Visual Design
- Interaction Design

Tools

- Sketch
- Invision
- Balsamiq
- Framer
- Zeplin
- Abstract
- JIRA
- After Effects
- Google Analytics
- HTML & CSS

Experience

2016 - Now

- **UI/UX Designer**
Barking Bird

The emphasis of this role revolved around delivering a range of simple and complex projects that met both user goals as well as business objectives. Projects ranged from websites to web apps, interactive touchscreens, SAAS products, eDMs and various other digital media.

2014 - 2016

- **Web Designer (3IC)**
Havealook Websites

My role at Havealook involved liaising with clients to compile a brief and seeing that project through to completion. This process included designing high fidelity website mockups and converting those designs to work within their proprietary CMS using HTML, CSS & jQuery.

2011 - Now

- **Digital Designer**
Freelance

Over the years I've enjoyed working on various projects for a range of different clients. With each client there's a new and exciting problem to solve. Whether it's designing a website, coding an eDM or creating a digital style guide, I love the variety that freelance work provides and it's always good to see a happy client at the end of a project.

2012 - 2013

- **Web & Graphic Designer**
The Graphic Design Company

This role involved me working directly alongside the creative director to create concepts and take them through to finished product. Preparation of artwork for printing was also a large part of my day to day tasks. Role also included design and customisation of Wordpress themes using HTML & CSS.

2012

- **Graphic Designer**
Foyer Printing

My role involved liaising directly with clients and interpreting creative briefs while coordinating multiple projects and deadlines. Work included branding, business cards, brochures, catalogues and other print media. Other tasks included photo retouching and deep etching as well as preparing artwork for digital and offset printing.

Education

2010 - 2011

- **Diploma of Graphic Design**
Gold Coast Institute of TAFE

During the course I learned how to interpret a brief and deliver solutions that met both business objectives and user goals.

References

- **David King - Lead UI/UX Designer**

Contact details available on request

Ben Quinney - Full Stack Developer

Contact details available on request