

Harvey Jones

Senior UX/UI Designer

Senior UX/UI Designer with over 7 years of experience leading data-driven, user-centred design projects. I have extensive experience in both in-house and agency environments and have led teams while working confidently across design, analytics, and usability testing.

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Experience

Bauer Media Group

Senior UX/UI Designer - Hybrid - Peterborough / London

July 2023 - Present

Leading a small UX/UI team across the full product delivery cycle. Gathering stakeholder requirements and creating research plans. Conducting user interviews and qualitative usability tests. Analysing and formatting research data. Building low / high fidelity wireframes & prototypes. Collaborating with Agile & Scrum software development teams. Presenting user insights to stakeholders.

- Doubled conversion rates on a crucial high-traffic user journey by implementing a user-centred design approach.
- Reduced software costs and dependency by 30% by creating an internal user database to be used for rapid user testing.
- Increased A/B testing output by 50% to rapidly detect opportunities for feature optimisation.

Orange Grove Design Ltd

UX/UI Designer - Remote - Reading

October 2020 - July 2023

Responsible for all end-to-end website delivery involving discovery, ideation, testing and handover on all website projects. Analysing website analytical data. Conducting heuristic evaluations. Creating personas and user journeys. Mapping information architecture. Designing wireframes & high fidelity prototypes. Facilitating usability tests. Generating new design systems. Partnering with SEO & development teams. Presenting to management teams and stakeholders. Finalising handovers with bespoke documentation.

- Implemented a white-label design system to reduce development resources and improve profit margins.
- Delivered multiple cutting-edge user-centred websites using innovative technologies such as EEG and eye-tracking.
- Championed WCAG 2.1 accessibility standards for all website projects.

Skills

Tools

Figma, Adobe XD, Miro, Sketch, InVision, Maze, VWO, GA4, Microsoft Clarity, Jira, Confluence

Methods

User-Centred Design, Information Architecture, Atomic Design Systems, Agile & Scrum Methodologies

Discovery

Usability Testing, User Interviews, User Personas, Customer Journey Mapping, Quantitative/Qualitative Research, A/B Testing

Deliverables

Personas, User Journeys, Wireframes (Low & High Fidelity), Interactive Prototypes, Site Maps, Style Guides, Design Systems

Education

Transmedia

Figma Advanced – June 2025

University of Reading

BA (Honours) Graphic Communication & Typography
- July 2013