

# HELENA WOOD

**UX designer** coming from a textile design background with sharpened imaginative and analytical **problem solving** skills.

Designed for clients' target customers, conducted **competitor research**, iterated designs through customer feedback. Worked with teams across departments to collaboratively create profitable, quality products for end users.

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## EDUCATION

### UX Design Course

Career Foundry - 2021

- Designing end-to-end digital user experiences. Lo-fi sketches to hi-fi pixel-perfect responsive interfaces.
- 10 month intensive online course with tutor and mentorship.

### BA (Hons) Fashion Accessories Design

Nottingham Trent

University - 2013 - 2016

## SKILLS

### Design Tools

Figma  
Adobe XD  
Illustrator  
Photoshop

### Design Skills

User research  
User personas  
Information architecture  
Wireframes  
Prototyping  
UI design  
Hand & digital illustration

## EXPERIENCE

### Junior Web Designer

Jun. 2021 - Present

Octave Agency - Oxfordshire

- Designing responsive websites and collaborating with developers at every stage to create useful, usable and desirable interfaces for various industries.
- During projects the team consult me on how to apply UX design principles and implement a human-centred approach to create more accessible, usable products.

### Freelance Printed Textiles Designer

Feb. 2019 - Present

Peaches Print Studio - Remote

- Designing original prints to seasonal trend briefs for the apparel market. Using hand and digital illustration to create all-over pattern and placement layouts.
- Contributing to company revenue through UK and US sales by creating desirable designs and bringing a unique illustrative aesthetic to the team of designers.

### Textiles Designer

Mar. 2020 - Apr. 2020

Fryett's Fabrics - Manchester

- Worked in a design team on multiple client briefs simultaneously to design a collection of seasonal original prints across a variety of product areas.
- Created colour separations and recoloured designs using AVA software.
- Liaised with mills to solve fabric development problems in order to promptly begin fabric manufacture ready for commercial release.

### Field Sales Representative

Sept. 2017 - Feb. 2020

Dune London - Manchester

- Planned and implemented strategies to maximise sales opportunities through a two-way partnership. Communicated information relevant to my sites' performances weekly. Created trade reports for CEO meetings. Influenced the running of shoe departments in John Lewis to ensure Dune was thriving in an external environment.
- Turned around one of the lowest performing stores into one of the most consistently top performing UK stores within a few months.