

Josh Brough

UX / UI / UR

Enthusiastic. Ambitious. Assertive.

josh@skoobin.design

07504524060

<https://skoobin.design>

Proficiencies:

Ideation strategies

Digital prototyping

Competitor analysis

UX auditing

User research

Interpersonal skills

Analog wireframing

Other skills:

HTML / CSS

Copywriting

User story writing

Graphic Design

Visual design

Digital marketing

Project management

In a nutshell:

I'm a 'full-stack' UX practitioner, specialising in inclusive design and compassionate user research. I have a full spectrum of tech business experience from sales and business ops, to QA and project management. I've seen success on independent work and as a team leader. I built my skillset on the job, and refined it through postgraduate study. I'm available for full-time employment, fixed-term and per-day contract work.

Career history:

Skoobin Design - Director, UX Consultant | *July 2021 to Present*

- Offering consultation, research and design services to UK SMEs and agencies.
- Delivered UX audit reports on e-commerce websites for an overseas agency.
- Harvested student experience insights for Falmouth University with research interviews, and delivered synthesised findings to department leads.

At home - Full-time Dad | *October 2020 to July 2021*

- Broke from employment to focus on balancing postgraduate studies and first-time fatherhood.
- Delivered nursery rhymes and silly faces, operating with considerable sleep deprivation.

Codevate - Technical Executive | *April 2019 to October 2020*

- Solely responsible for the business's digital marketing strategy.
- Produced and methodically tested digital marketing campaigns, increasing CTR by ~300% over six months.
- Overhauled landing pages in response to user activity heatmaps, tripling conversion rates over six months.
- Delivered 1:1 consultations, unpicking client requirements and producing high-level proposal documents.

- Wrote SEO blog posts and case studies to prime site visitors for conversion.
- Curated and implemented novel lead tracking processes to enhance internal communication.

Hystreet - Central Support Advisor | *September 2017 to March 2019*

- Translated client complaints into workable bug tickets and user stories using Gherkin Syntax.
- Organised and ran user-testing workshops to extract critical user insights from early adopters.
- Led QA efforts, solely responsible for approving deliverables for deploy.
- Liaised with CTO and product owners on client experience and consulted in sprint planning sessions.
- Designed, built, and wrote content for a responsive knowledge base website.
- Implemented Zapier automations between social media, helpdesk channels and Slack, streamlining customer support efforts.

Colmers School - Intervention Tutor | *January 2017 to September 2017*

- Delivered mathematics focus group lessons to students with low confidence in the run-up to their exams.
- Exercised sensitivity and discretion when communicating and presented curriculum in manageable increments.

Shenley Academy - Cover Supervisor | *September 2016 to January 2017*

- Delivered curriculum content to students ages 11 - 18 for all subjects.
- Mediated and managed behaviour in cover lessons, where students are historically most disruptive.

Education:

(Predicted distinction) Falmouth University - MA User Experience Design | *September 2020 to June 2022*

- Student representative for part-time MA UX design and indie games development cohorts.
- Maintaining a reflective academic blog to document my progression throughout the course.
- Designed a 'remote running party' app from conceptual ideation, through the full design process to the final delivery of a high-fidelity prototype.
- Project managed and led a team of five on a 'binaural digital gamebook' project that focused on inclusive design. Delivered a pre-production prototype and pitched the concept to angel investors.

(2:1) Newman University - BSc Psychology with Creative Writing | *September 2013 to June 2016*

BPS accredited. Dissertation explored participant's attention towards tattoos in a MANCOVA study using eye-movement tracking methodology.