Nadine Hocking Wells

UI UX Designer & Developer

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nadine-wells

Summary:

I am a unicorn UI UX designer, developer and aspiring UX researcher with foundations in visual and interaction design, front-end development, communications and psychology. I have a depth of knowledge in design principles and accessibility requirements and I possess advanced skills in user-experience writing and research methodologies. My experience with front-end development technologies such as HTML5, CSS3/SCSS and JavaScript facilitates my design process and bridges the communication gap between technical and non-technical teams.

Professional Experience:

Consultant UI UX / Designer & Developer
Feb 2023 - Present
Nov 2018 - Aug 2021
Feb 2012 - Feb 2017
(See details on pg 1-2)

NDesign (formerly Dreamcreative) | UK / AU / CAN
As a design consultant, I collaborate with agencies, small businesses and individuals to deliver a range of services including: UI/UX design, web design, front-end development, SEO, visual design, interaction design, branding and identity.

UI/UX Designer
March 2021 – Feb 2023

Insurwave | London, UK / Hybrid
- As a founding designer, I worked autonomously and in collaboration with teams to conduct market and user research and define design solutions
- Conducted qualitative quantitative research, create user journey flows, wireframes and low-high interactive prototypes using both Figma and HTML / CSS
- Facilitated presentations and workshops
- Worked closely with development teams to ensure smooth hand-over and delivery

Senior Digital Designer
Feb 2017 – Nov 2018

Cargiant | London, UK
- As the Senior Digital Designer, I led the re-design of the website, and the refinement of the brand design
- Working closely with the marketing director, I conducted market research and user behaviour analysis to redefine brand message across all marketing touch-points

Digital Designer
March 2015 – March 2016

Kingsley Hamilton Estates | London, UK
- As the founding designer, I conducted market research, to define key personas and brand message
- Branding and identity, user-interface design and development
- Communicate the brand message across various touch-points

Graphic Designer
June 2010 – July 2011

411.ca | Toronto, CA
- Working closely with client service team to assist in: bespoke, logo design, digital design services for clients

Freelance / Contract Professional Experience:

- Dec 2024 - Present: **The Yoga Network | UK**
  UI UX Design and Development

- July 2024 - Dec 2024: **Rethink Property Training Group | UK**
  Branding, Web Design and Development

Design Skills:

- Visual/interaction design
- User interface design (UI)
- Discovery and ideation
- Design systems
- User journey mapping
- Information architecture
- Flow charts + Wireframes
- Interactive prototyping
- Atom methodologies
- Branding and identity
- Typography and layout

UX Skills:

- UX research methods
- UX content writing
- Qualitative research
- Quantitative research
- Ethnography
- Behavioural psychology
- Usability testing methods
- SEO and accessibility

Dev Skills:

- HTML5
- CSS3, SCSS
- JavaScript
- React
- Wordpress
- PHP
- SQL & Database management

Leadership Skills

- Interpersonal skills
- Mentorship
- Workshop facilitation
- Presentations
- Stakeholder management
- Time management
- Agile project management

Freelance / Contract Professional Experience:

- July 2019 - Aug 2021: **iProperty | AU / Remote**
  Visual Design, UI Design

- Aug 2020 - Feb 2021: **Sculptor Sue Rhodes | London UK**
  Branding, Web Design & Development

- March 2019 - Dec 2019: **Future PropTech | London UK**
  Visual design, Graphic Design, Branding

- August 2016 - Oct 2016 **Contakt Photography | London UK**
  Web Design & Development

- April 2016 - July 2016: **RACGP / Aquent | Melbourne**
  Visual Design, Digital Design, UI design

- March 2016 - April 2016: **Barking Bird / Aquent | Melbourne**
  Front-end Development

- July 2015 - Feb 2016: **The Media Shop | AU / Remote**
  Visual design, Graphic Design, Branding

- Sep 2015 - Dec 2015: **Conscious Dreams Publishing | UK**
  Web Design & Development

- April 2015 - June 2015: **Jackpot Translations | London UK**
  Web Design & Development

- Jan 2013 - Oct 2014: **Crowded Underground | Remote**
  Web Design & Development, Graphic Design, Branding

- May 2012 - Jan 2013: **The Social Parlour | Toronto CA**
  Web Design & Development, Graphic Design, Branding

- Feb 2012 - May 2012: **Geneyouin | Toronto CA**
  Web design & Development

- July 2011 - Feb 2012: **Stellar Point Inc | Toronto CA**
  Web design & Development

Education:

Bachelor's Degree **Charles Sturt University | Bathurst, AU (Online)**
July 2023 - Exp 2026 Bachelor of Social Science (Psychology)

Bachelor's Degree **Charles Sturt University | Wagga, AU**
Feb 2012 - Dec 2018 Bachelor of Media Communication

Certificate **The School of UX | London, UK / Online**
Feb 2024 - March 2024 UX Design Certificate

Diploma **Canadian Business College | Toronto, CA**
March 2009 - Nov 2009 Web Design Diploma

Design / UX Tools:

- Figma
- Adobe XD
- Adobe Illustrator
- Adobe Indesign
- Adobe Photoshop
- Adobe After Effects
- Google analytics
- Google Optimize
- Optimizely
- Userbrain
- UXtweak
- User-testing
- UXarmy
- Hotjar
- Smartlook
- Highcharts
- Zoho

Dev Tools:

- Visual Studio Code
- Wordpress
- MySQL
- Git

Other Tools:

- Jira
- Confluence