Nick Jones / User Experience Designer

Christchurch, New Zealand / Open to relocation

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SUMMARY

Qualified User Experience Designer with over 7 years of expertise creating digital solutions across agency, SaaS, and higher education sectors. Specializing in developing design systems, web and mobile design, managing brand identities, and delivering iterative, data-driven solutions.

WORK EXPERIENCE

Senior User Experience Designer   **Sep 2024 – Present**
University of Canterbury, New Zealand

- Lead UX design for large-scale 20,000+ page websites, creating design systems to enable future scalability.
- Advocate for student needs, enhancing the digital experience with tailored, user-centered solutions.
- Design new UI components for a student mobile application, driven by user insights, meeting accessibility standards.
- Conduct user research and facilitate workshops with users and stakeholders to identify opportunities and define needs.

Digital Designer   **Sep 2020 – Sep 2024**
Jade Software, New Zealand

- Designed and managed a suite of brands, leading a full company rebrand to transition into a branded house model.
- Subject matter expert for an AML SaaS fintech product, creating and distributing design collateral to 200+ staff globally.
- Developed a scalable design system for 4 new websites in the HubSpot CRM, reducing production time by 50%.
- Designed an AI-powered MVP for first-time homebuyers in a 5-day hackathon, using generative UI, resulting in 1st place.
- End-to-end UX design process with a leading dairy supply chain software, reducing their transport scheduling time by 28%.
- Presented conceptual ideas, detailed designs, storytelling, and design rationale to stakeholders.

Creative   **Nov 2018 – Sep 2020**
Publica, New Zealand

- Developed brand identities, editorial designs, websites, animations, and applications across analogue and digital media.

Graphic & Marketing Coordinator   **Nov 2016 – Nov 2018**
Orange Marketing, New Zealand

- Managed content creation for 50+ clients across web and social channels for New Zealand's accommodation sector.
- Analyzed performance metrics to improve both paid and organic search.

QUALIFICATIONS

Google UX Design Professional Certificate | *Google*   **2024**
Graduate Diploma in Marketing | *University of Canterbury*   **2018 – 2019**
Digital Content Creator (CCR) | *University of Canterbury*   **2018 – 2019**
Bachelor Of Design & Visual Communications | *Ara Institute of Canterbury*   **2015 – 2018**

SKILLS

Core Skills: UX Design, UI Design, Product Design, Design Systems, User Research, Wireframing, Prototyping, HTML/CSS, Branding, Video Production, Animation, Photography. **Tools:** Adobe Creative Suite, Figma, Sketch, HTML/CSS (basic), Miro, HubSpot, Microsoft Office. **Methodologies:** Agile, Design Thinking, User-Centered Design, Data-Driven Design.

References available upon request