

Ezoe Robinson

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I am Creative, Ambitious, Driven, innovative UX/UI/Visual Designer from London. Let me take your project from an idea to a fine product. I provide expertise in User Experience, Wire Framing and interface design. <http://ezoeux.com/>

Education and Professional Qualifications:

Central Saint Martins - University of The Arts London

BA (Hons) Fashion Design: Womenswear 2013 – 2017 **Class: 2:1**

Kingston University

Foundation Diploma Art and Design 2012 – 2013 **Grade: Distinction**

A Levels: Ashmole School, London

June 2012 **Grades: A*, A* B**

11 GCSEs: Copthall School for Girls

June 2010 - **Grades: A*, A*, A*, A,A,A,B,B,B,B**

Experience: **PA Consulting – UX/UI Design Consultant (London)** **March 2019 - Present**

Key Responsibilities: I currently work as a UX/UI design Consultant for Pa Consulting in their digital capability team. Throughout the year we have transformed companies through delivering new digital solutions and interfaces to clients such as The Department for Transport (DFT), National Institute for health Research (NIHR), Nuffield Health and many others to create online services and online design solutions for them to enhance services for their customers.

I designed collaborative user journeys, wireframes to communicate and understand product and feature requirements for clients and to ensure that all the stakeholders in the project could understand visually what will be produced for them as an outcome in the development phases of our projects. I also designed a prototype version of the new webpage for a NIHR dashboard redesign project. I created visual style guidelines for engineers to follow when building the new webpage and I also helped to conduct user feedback sessions to obtain qualitative and quantitative data to solve the current problems with their internal website.

Experience: **Tata Consultancy Services (Tata Group) – UX/UI (Visual) Designer (Reading)** **February 2018 – March 2019**

Key Responsibilities: I worked as a Visual and UX/UI designer for Tata consultancy services in their Insurance and Pension department. Designed webpages for Insurance company clients such as Zurich and Prudential. I created user stories and user journeys for Prudential as part of a digital transformation project for the company and transformed their complaints processing system by creating a paperless system to speed up the process and make it easier for their insurance customers to make claims and access help and advice, with less friction, from their customer service team online.

Experience: **General Assembly - Front End Development and UX Training Course (London)**
February – Present

Key Responsibilities: General Assembly and D&AD teamed up to offer young women a free 12-week evening training course in Front end Development Languages such as HTML, CSS and JavaScript and UX.

Lynda - UX Foundations and UX Design (Online) training courses
August - September 2017

Experience: I gain an extensive understanding of the benefits of UX and how it can be used to improve user experiences and services for clients. The courses covered UX content strategy, journey mapping, research strategies, prototyping, behavioural design, usability testing, multidevice design, accessibility, agile and scrum workflow methodologies.

Key Responsibilities:

Christian Dior (LVMH Group) – Womenswear design Intern (Paris)
February 2016 – July 2016

Experience:

Key Responsibilities: I assisted fashion and print designers with research, initial design creation and prototypes, the creation of digital print design, colourways and pattern cutting the silhouettes for the Cruise/ Resort 16/17 collection and the Couture 17 collection.

Oscar De La Renta - Womenswear Design Intern (New York)
October 2015 – February 2016

Experience:

Key Responsibilities: I assisted the senior womenswear designers on the Autumn/ Winter 16/17 collection and on the Bridal 17 collection. I created embroideries and surface textile designs across all the womenswear collections, assisted with cutting and constructing garments in the atelier with the seamstresses and pattern cutters.

Google Campus Secret Sauce Conference (London)
23 September 2015

Experience:

Key Responsibilities: I attended a full day of events and talks by founders and speakers from a variety of tech startups, small tech businesses. Industry speakers and startup owners shared their experiences and resources about how to create and validate business ideas and how to grow a successful online business.

Startup Weekend 2015 - FASHtech Hackathon (London)
18th – 21 September 2015

Experience:

Key Responsibilities: I took part in a FashTech hackathon at WeWork Southbank. The objective was to use UX to create a digital solution for a problem or business opportunity within the fashion industry. We attended UX workshops facilitated by the UX agency Cyberduck and designed a fashion events discovery and ticketing app called FASHmap. Cyberduck covered the best practices for user-centred approaches and methodologies which helped us to prepare and design an app prototype.

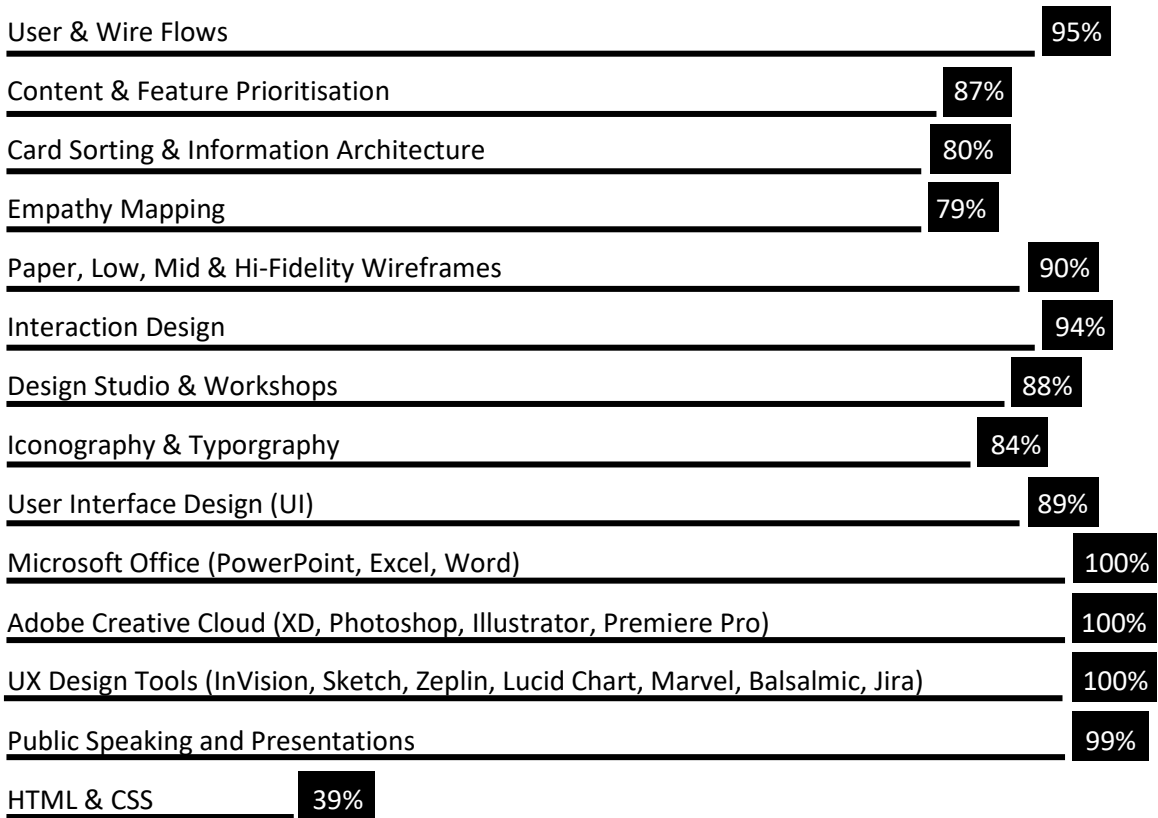
Topshop – Womenswear Sales Associate (London)
June 2014 – October 2014

Experience:

Key Responsibilities: I ensured that the shop floor remained stocked and presentable and that we were responsive to customer needs in the womenswear department. I drove sales and worked as part of the womenswear sales associate team in the flagship store in Oxford Street.

Skills:

If you ask me how I can solve a problem, I will give you multiple ideas & solutions. If you ask me about how to implement these solutions, I will tell you: Let's speak to users. I am a believer that every great product is designed with the user being the centre of it all.



Awards:

December 2016

Recipient of the Rapid Formations Entrepreneurship Scholarship - For Fashmap App Design

October 2016

Shortlisted for the **Samsung BA Fashion Scholarship**

August 2015

Came **Second place** in the Startup Weekend London Fashtech Hackathon for FASHmap app Design

Sept 2012

Recipient of the FAD Award for design development at Vauxhall Fashion Scout

June 2012

Recipient of the Royal Society Of British Artists - Emerging Creativity Award