

MARY CRICHTON

UX DESIGNER

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Portfolio:

<https://crichtonmary.wixsite.com/marycrichtondesign>

As a **UX Designer** I focus on designing digital experiences that leave a positive impact on people.

My brand and marketing experience has enabled me to better understand human behaviour and has led me to be able to produce **user-centered** and **data-driven** solutions.

Empathetic, inquisitive, and patient, I enjoy bringing a user-centered mindset to product design through preparing and conducting a variety of user research studies to develop a broad and deep understanding of user goals and problems.

I obsess over the 'whys?'. I am intrigued by human behaviour. I value my ability to embrace new and different perspectives. With this mindset, I enjoy effectively solving design problems through user-centric research and re-evaluation.

Skills

Leadership & Project Management

Cradle to grave project management, public speaking, stakeholder management, prioritisation, B2B/B2C communication.

Delivery & Design Thinking

Wireframing, Figma, SketchApp, Miro, HTML & CSS, inVision, Adobe CS, Prototyping (including High-fidelity), Atomic Design System, Triangulation.

Research

UX field research, Usability testing, Web and mobile.

Experience

Employment: Assistant Brand Manager at itsu [grocery]

London, August 2019 - present

I manage marketing activities for our wholesale and high street accounts, which includes creating and implementing a cohesive brand strategy, processing data to help create insights and inform decisions, and analysing the results of marketing activities. All accounts are currently tracking ahead of budget.

I manage the brand's online presence, which includes optimising, monitoring and reporting on our progress and visibility, ensuring consistency and accuracy, with the aim to increase our share of trade and drive online sales. We have seen an average of 11% increase in online participation YoY across all retailers, this is well ahead of the retailer's benchmarks.

I manage all marketing sampling initiatives, from cradle to grave.

I develop and deploy buyer engagement plans and amplify the brand's presence across the trade. Last month we saw +42% increase in engagement YoY

I manage marketing budgets across wholesale accounts, sampling and buyer engagement, this includes presenting on strategy, optimising costs and reporting on spend.

Freelance work: UX Designer at Bezzy App

London, October 2021 - present

In 2021 we launched Bezzy, a cultural experience exchange app. I'm part of the entrepreneurial team working in a zero to one space. I'm responsible for the UX research, including but not restricted to; qual research post-launch, rainbow spreadsheets, user testing, preference testing, user journey mapping. As part of the small team, I am also involved in product design and product testing [mobile].

Achievements & Personal Development

Siobhan's Trust, Ukraine
Volunteer – August 2022

Care4Calais / Regional Lead
July - December 2020,
Online

London Marathon /
Competitor / 2018, London

Project Alalay / Volunteer /
February 2011 - February
2013, La Paz, Bolivia

Education

Brand Manager Bootcamp / 8-week course

April 2022

Taught to develop insights, think strategically, influence senior stakeholders, make good creative happen and give constructive feedback, plan media spend, show the impact marketing has had with relevant KPIs and reporting.

IGD/ Successful Ecommerce Management / course

September 2021, London

Understanding the key influences on the online shopper and the opportunities to influence their behaviour.

UX Design Institute / Professional Diploma in UX Design

January - August 2021, Online

University of Bristol / BSc in Childhood Psychology - Degree Classification

Award: 2:1 September 2013 - May 2016, Bristol