MICHAEL LEVER

UX SPECIALIST

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BIOGRAPHY

· Results orientated UX designer
· CXS™ certified UX specialist
· Qualified Agile Practitioner
· Chartered Inst. Marketing trained

RECENT EMPLOYMENT

▶ LEAD UX DESIGNER
Brakes | Oct '19 - Present
SYSCO FOOD BRAND

UX Design & Research
· iterate ecommerce prototypes
· work on Monetate A/B tests
· operate in an Agile team
· user & competitor research

▶ LEAD DIGITAL DESIGNER
Specac Ltd | Nov '15 - Oct '19
QUEEN'S AWARD WINNER 2018

Highlights
· +£2 million to conversions
· +112% conversion volume
· created & validated user personas

Development (C#/CSS/JS)
UX Design & Research
· front end dev & web animations
· designed app for lab analysts
· mobile & VR apps in C#
· designed virtual reality app

Visual Design
· designed ecommerce website
· landing page & email design
· ran A/B tests using VWO
· print design
· ran card sorts, surveys, tests

SEO
· iterated high & low fid. prototypes
· featured snippet & voice search

▶ PRODUCT DESIGNER
Digifi.It / Safari Mobile | Jul '15 - Nov '15
AGILE DIGITAL AGENCY
UX Design & Research
· researched a fitness app
· prototyped a website
· prototyped a microsite
· validated user personas

▶ DIGITAL COORDINATOR
Atom42 | Oct '14 - Jul '15
TRUSTPILOT'S NO. 1 DIGITAL AGENCY

BoxNation (client)
· designed emails/landing pages

Client Liaisons
· presentations & reports

National Acc. Helpline (client)
· content & editing
· elected 'Social Media Guru'
· managed stakeholders

OTHER EMPLOYMENT
Graphic design, copywriting, journalism, retail and catering.

REFERENCES
Available upon request.

TOP BRANDS

EDUCATION HISTORY

▶ USER EXPERIENCE SPECIALIST CERTIFICATION (CXS™)
Akendi| 2019

Certification in user experience (UX) design & research: experience mapping, interaction design, information architecture, usability testing, service design, features exam.

▶ ADVANCED CONVERSION RATE OPTIMISATION
Chartered Institute of Marketing | 2018
Certified course in optimising websites for conversions.

▶ PROJECT MANAGEMENT (AGILE PRACTITIONER)
The Knowledge Academy | 2017

Practitioner certification in Agile Project Management, features exam.

▶ MANAGING DIGITAL MARKETING
Chartered Institute of Marketing | 2017

▶ GRAPHIC DESIGN DIPLOMA (HE4)
Open College of the Arts | 2016

▶ SUBEDITING (ONLINE/OFFLINE)
London School of Publishing | 2014

▶ ENGLISH LITERATURE B.A. (1:1)
Canterbury Christ Church University | 2013
A first class English degree, an award and a module in Spanish.

SKILLS

Research & Testing
Conversion Strategy
Prototyping (lo/hi)
App Development
Website Development
Sales Funnel & CRM
Javascript/CSS/C#
Virtual Reality Design