

Nick Radjabi

Profile

Experience

UX/UI Designer
Watches of Switzerland Group
Sept. 2019 - Present

UX/UI Designer
Hallam Agency
Oct. 2017 - Sept. 2019

Education

Leeds Metropolitan University
Sept. 2009 - Jun. 2012

Trent College Independent
School & Sixth Form
2002 - 2009

Skills

Tools

Figma
Sketch
InVision
Adobe Suite
Google Suite
Monetate Personalisation
Google Analytics
Slack/Microsoft Teams

Balsamiq
JIRA/Atlassian
SessionCam
HotJar
Marvel
Contentsquare
Trello
Wrike/Mavenlink

Interaction

User research
User testing
Wireframing
Prototyping
User personas
User journey map

Visual

Moodboards
Storyboards
Videography briefs
Photography briefs
Style guides
Brand guidelines

Technical

HTML & CSS
WordPress
WooCommerce
SAP Commerce

UX/UI Designer

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An experienced UX/UI designer with a demonstrated history of working at one of the top digital agencies in the UK, as well as in-house within the luxury retail and e-commerce industry.

Highly skilled in UX/UI design, as well as having a passionate and attentive eye for art direction, photography, videography and brand work.

Working within cross collaborative design, development, marketing, and wider business teams, with a comprehensive understanding for commercial awareness and business needs to increase overall performance.

Thorough understanding of SEO, PPC, PR and creative social marketing campaigns to be able to wireframe, prototype, design, and present to key stakeholders.

Working in collaboration with the front-end development team to bring user experiences and designs to life, providing appropriate specifications, and reviewing finished interfaces.

Working with the marketing and merchandising team to deliver a wide range of exciting projects and campaigns for the world's leading luxury brands as well as liaising and maintaining relationships with prestigious brands such as Rolex, Cartier, TAG Heuer, Omega, Breitling, and many more.

Improved and developed the UX/UI of all of the e-commerce stores under the Watches of Switzerland Group umbrella in the UK and US markets. Including Goldsmiths, Mappin & Webb, Watches of Switzerland and Mayors.

Designing new user interfaces and experiences with a mobile first, scaled responsive design mindset.

Initiated and took ownership for a new design system led approach to align five SAP Commerce e-commerce sites.

Analyse and identify existing UX problems and discover new opportunities through split A/B testing functionality changes with personalisation tools.

Creating process flows, storyboards and wireframes as well as create, map and document existing user journeys.

Collaborating with other designers and the Creative Director to create UX wireframe concepts and prototypes, as well as low to high fidelity UI designs to present to clients and internal teams.

Leading on UX workshops for new and existing clients.

Using component-based design systems for high impact UX/UI for B2B, B2C, lead generation, marketing and e-commerce WordPress websites.

Art directing and responsible for creative research, mood boards, video/photography briefs and style guides and developing creative concepts, landing pages and creating assets for digital marketing campaigns and new and existing clients' websites.

Working in a close knit team with the design and development teams with creating layouts, managing content on websites, organising the content hierarchy and information architecture.

Actioning change requests from the studio and clients, conducting QA and cross-browser testing, and working directly with clients to provide leading support and training on WordPress when required.

BSc (Hons) 2:1 Music Technology

8x GCSEs inc. Maths, English and Science.
4x A-Levels inc. Music Technology, Business Studies, Geography and IT.