

ATTILA HAJDU
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A highly accomplished **lead, UX/UI Designer** with **10+ years commercial experience**. Skilled at **facilitating workshops**, conducting **user research** and **user testing sessions**, producing **clean design systems**, **lean user journeys** and **interactive prototypes**. As someone who takes responsibility for his own personal development, he is continually evaluating and upgrading his skills so that he stays at the cutting edge of online digital media. Looking to progress a career in **leading user experience design teams**.

--- EMPLOYMENT ---

October 2018 – recent | Principal UX/UI Designer
Innovation Group, Whiteley - Head Office, Hampshire

Duties: As **Principal UX/UI designer** I've been involved in several different areas: from **creating a new, streamlined design system** for our industry-leader end-to-end claim management system to **establishing user research methodologies and workflows**, **facilitating workshops based on Google Design Sprints** as well as **leading and mentoring** the design team.

Achievements: I've reduced the number of design components with over 70%, making the product workflow significantly faster and more effective. All developments are based on research and real data.

Skills: **UX design, UI design, Workshops (GDS), wireframing, prototyping, user testing**, usability, accessibility, JIRA, Confluence, **Figma, Tableau**

April 2018 – October 2018 | UX/UI Designer - Contract
Loan.co.uk, Bournemouth, Dorset

Duties: As **UX/UI designer** I have **established the new look and feel** as well as the **overall user experience** of the company's **internal CRM system**. After **thorough research** and analysing requirements from stakeholders and product owners, I've been running **design sprints**. As a result of that we've created **wireframes, prototypes** and developed working solutions.

Achievements: The internal CRM system's interface has no more clutter, the processes and user flow has been simplified significantly. The feedback from the stakeholders and brokers has been very positive, as a side result we also managed to create excellent communication within the company as a whole.

Skills: **UX design, UI design, wireframing, prototyping**, user testing, usability, accessibility, Mindjet Manager, **Workshops (GDS), Adobe XD, Figma**

April 2017 – February 2018 | UX Lead - Contract
Hectare Agritech Limited, Rowland's Castle, Hampshire

Duties: As **UX Lead**, I have **established the new look and feel** as well as the **overall user experience** of the company's **market leading websites**. I've created user journeys, wireframes and prototypes for our websites and mobile apps, working closely with our stakeholders and engineers. I've also created a **design system** with reusable components for easier prototyping (and development) as well as leading and mentoring junior colleagues.

Achievements: The company's websites are much more **intuitive** and **easier** to use than before. (e.g. users can browse or post our marketplaces after one click instead of 4 before the changes.) With my visuals the company fundraising campaigns and angel investor meetings were extremely successful.

Skills: Managing team, **UX design**, **UI design**, **user testing**, **user journey**, **wireframing**, **prototyping**, online marketing, social media, Adobe XD, usability, accessibility

April 2015 – April 2017 | UX/UI Developer
Just Develop It Limited Fareham, Hampshire

Duties: Even though my job title was developer, I was involved in **planning and designing websites**, **software UIs and stat boards**. Creating **wireframes** and **website designs** as well as building fully responsive solutions with HTML, CSS and JS. I worked closely with the **product owners**, **product users** and the marketing team.

Achievements: I have been involved in **creating user journeys and wireframes**, **translating ideas into designs**, then into cross-browser and cross-platform compatible (responsive) code. I've also helped building new frameworks and templates for Fashion blogs and cloud backups solutions. Also worked on market leading VPN sites front end builds as well as making **visual reports** of online campaign spends (Yahoo, Outbrain, Facebook).

Skills: **UX design**, **UI design**, **wireframing**, online marketing, social media, HTML5, CSS, user journeys, responsive development, SEO, usability, accessibility

March 2014 – April 2015 | Head of design
Global Plantations Limited Southwick, Hampshire

Duties: Working closely with the CEO, I was leading a team of five designers and developers.

Achievements: After **establishing project requirements and client needs** I have created user journeys, **wireframes and designs**, then managed the build and development. Also been responsible for creating reports for the company's stakeholders.

Skills: Managing team, UX design, UI design, user journeys, wireframing, user testing, reporting, usability, accessibility, email marketing

April 2011 – March 2014 | Lead web developer/designer

Skyline Advertising Limited Winchester, Hampshire

Duties: Designing and building user and SEO friendly, responsive web sites from scratch (with Photoshop and Illustrator) - using (X)HTML, HTML5, CSS - and templates for various Content Management Systems.

Achievements: I have created **user journeys, wireframes** and designs, which I then translated into cross-browser and cross-platform compatible (responsive) code. I've also been taking photos for email campaigns (mostly portraits and product shots) which I have delivered using Campaign Monitor and MailChimp. I have worked with large companies such as VMWare, Gamma Telecom and RPC as well as smaller but world leading innovative organisations like Cella Energy.

Skills: wireframing, HTML5/XHTML, CSS 2 and 3, jQuery, PHP, MySQL, CMS, Photography, Photoshop, responsive development, SEO, W3C, Usability, Accessibility, Email Marketing

January 2010 – April 2011 | Creative web developer

Cisco IT Creative Solutions - aap3 at Cisco Southampton, Hampshire

Duties: Provide creative artwork for web production, email templates and Power Point presentations, compliance to company guidelines and best practices with regards to Information Technologies and Security, develop web projects, creating websites, recommending solutions and coordinate with the analysts and consult on their web development needs.

Achievements: I have worked on plenty of projects including building internal and external - full Accessible - web sites for Cisco, creating email templates for marketing purposes for other large companies and small organisations including **Bank of America, Cisco Expo Live Bahrain and London 2012 Cisco**. Also mentored Junior colleagues.

Skills: HTML/XHTML, CSS, Javascript (mainly DOJO and ExtJS), CMS, Photoshop, SEO, W3C, Usability, Accessibility, Email Marketing

March 2008 - January 2010 | Web developer

Fuse Optimisation Chichester, Hampshire

Duties: Building SEO-friendly templates from PDF's using (X)HTML, jQuery, CSS, and CMS systems based on MySQL and PHP. I also have significant responsibilities for the maintenance and optimisation of several major client websites.

Achievements: Developed and designed CMS systems with Joomla! 7.5 and designed Magento- based eCommerce online stores, designed and developed Accessible websites and email campaigns for many clients. I trained clients using the CMS and

mentored junior colleagues as well.

Skills: HTML/XHTML, CSS, SEO, jQuery, PHP, CMS, Photoshop, Usability, Accessibility, Email Marketing

February 2005 - March 2008 | Web Designer and webmaster

Dunaferri Sport Club Dunaújváros, Hungary

Duties: Development and maintenance of the Company's website, including the refreshing of match results, news, creating banners and advertisements and servicing the photo gallery using Dreamweaver and Flash 8. The creation of newsletters for the Club's supporters. Email Campaigns for sponsors.

Skills: HTML/XHTML, CSS, SEO, Accessibility, eCommerce (selling tickets to events), Email Marketing

September 2005 - March 2008 | Assistant Master (12 hours a week)

Banki Donát Secondary School Dunaújváros, Hungary

Duties: Teaching MS Office (Word, Excel, Access, Power Point), HTML, Photoshop, Borland Pascal

February 2004 - March 2008 | Assistant Professor

College of Dunaújváros Dunaújváros, Hungary

Duties: Teaching MS Office (Word, Excel, Access, Power Point), HTML, CSS and web standards

--- EDUCATION ---

2005-2007

University of Pannonia (MSC) Title of qualification awarded:

Master of Education in Computer Science

1999-2004

College of Dunaújváros (BSC) Title of qualification awarded:

Computer Engineering, Engineer teacher majoring in Engineering Computer Science

Specialising:

Multimedia specialist

--- PERSONAL SKILLS AND COMPETENCES ---

Technical skills: Managing teams, mentoring, strategy, vision, UX design, UI design, user

journey, workshops (Google Design Sprint), prototyping, wireframing, Adobe XD, Sketch, Figma, XHTML, CSS, W3C Standards, Search Engine Optimisation, Adobe Photoshop, Adobe Illustrator, Google Analytics, WordPress, MODX and other CMS systems

Further skills: Working closely with clients, users, management and stakeholders, great communication skills.

--- OTHER ---

Virtual reality, 360 photo and videography,
WDDA (Web Design and Developers Association) Membership

VISA status: Hungarian/British dual citizenship



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