



I'm a hands on UX/UI designer & consultant with 6+ year's experience designing websites and apps.

I pride myself on being the ultimate problem solver, focussed on identifying and solving customer needs. I have a passion for aesthetics and brand development. This coupled with my ability to lead complex end-to-end product designs, creating and testing low/high fidelity prototypes means I help my clients get beautifully designed products fast and effectively.

## portfolio

<https://pardodesign.co.uk/D.Pardo.Portfolio.Freelance.UX.UI.pdf>

## software knowledge



Figma



XD



Sketch



Photoshop



Illustrator

## key skills

- End-to-end UX & UI design
- Information Architecture
- Wireframing
- High fidelity prototyping
- Design Systems
- Brand Development

## contact

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 07939550229

## recent freelance experience\*



### Lead UX/UI Designer • Flipper's Roller Boogie Palace

2 months (Aug-Oct 22) - [www.flippers.world](http://www.flippers.world)

Leading the re-design of this roller skate rinks website. My main roles was to incorporating their new London rink into the site whilst improving overall customers experience, with a focus on accessibility and streamlining the booking process. This was informed by user research and shareholders business insights. I created multiple high fidelity prototypes for user testing and worked alongside a small development team, producing the product in 2 months.



### Lead UX/UI Designer • Big Up • 6 months (Feb-July 22)

Working as a lead UX/UI designer for this environmental incentivisation app. I led a small UI team in creating the apps brand and design system. I was responsible for all the apps interactions and contributed to optimising the UX, creating low and high fidelity prototypes for user testing. I worked alongside our US development team and shareholders often presenting ideas daily.



### Lead UX/UI Designer • Megabyte

5 months (Aug-Dec 21) - [www.megabyte.com/ceo-hub](http://www.megabyte.com/ceo-hub) + Megabyte app

Leading the design for a subscription based news app and free source news website. My role in the creation of the app required in-depth interviews and the creation of multiple high fidelity prototypes. The free source news site (CEO hub) required the creation of a new sub brand and focused heavily on researching competitors, information architecture and content hierarchy.



### UI Designer • Miniclip Ultimate Golf

3 months (May-July 21) - [www.miniclip.com/games/ultimate-golf](http://www.miniclip.com/games/ultimate-golf)

Working as UI designer Mini Clip ultimate golf application. I was tasked with giving the app a face-lift; re-designing the apps logo, design system, interaction points and all over user experience based on UX data provided and shareholders business strategies.



### UX/UI Designer • Virgin Media • 3 months (Mar-May 21)

Working through ADAM & EVE agency as a UX/UI designer for Virgin Media. I worked within an in-house team with a UX designer and Project Manager overhauling parts of their employees portal. My main roles was creating internal webpages and systems which meant conceptualising new customer journeys and presenting complicated data/information more effectively to employees.



### Lead UX/UI Designer • Snomads

3 months (Jan-Mar 21) - [www.snomads.co.uk](http://www.snomads.co.uk)

Re-designing and building (CMS) this hospitality website. Working as the lead UX/UI I created a new brand direction/design system whilst aiming to improve conversions on the site. Work included a UX audit, customer journey mapping and prototyping new concepts, paying particular attention to accessibility and the booking experience/drop offs.

\*projects above are a recent work, please visit my [LinkedIn profile](#) to see full work history

## previous agency experience



UX/UI + Digital Designer • Publicis Group • 3+ years (Aug 13 - Oct 16)