

Emma Beatrice Clark

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Freelance UX designer, Elgin TX

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Profile

I have 25+ years experience planning, designing and building websites, apps and online software. During this time I have developed a passion for creating systems that are highly usable, accessible and responsive.

I work with charities, startups and small businesses, where I specialize in creating an online presence that allows them to manage their own site and content. I aim to create a site that works for their business now, and that can grow with them into the future.

I also have extensive experience working with content heavy sites with very diverse audiences, including government organizations, NGOs and IGOs. Here clear data and content structuring is paramount, allowing the organizations to serve each audience effectively and efficiently.

I am adept at quickly understanding business and user requirements, often taking a project from planning and scoping right through to development. I'm also happy to dip in and offer support where it's most needed.

Combining my strengths as both a UX designer and front end developer, I am able to bring a unique set of skills to my work, particularly in a leadership role. I take a very collaborative approach to each project ensuring that all stakeholders and team members are involved and are able to contribute to creating a successful product.

Key skills

- Innovative and creative approach to problem solving
- Excellent communication skills
- Adept at managing timeframes and deadlines
- Extensive experience training and upskilling junior team members and/or client's inhouse team members
- In-depth knowledge of the processes and technologies involved in planning, designing and building apps and websites including:
 - User research
 - UX design including IA and taxonomy development, wireframing and interactive prototyping
 - UI design
 - HTML5, CSS3, SASS, JQuery, Javascript
 - Backend integration (including PHP, ASP, .Net)
 - Agile and waterfall project management methods
 - Version control
 - Wordpress theme development
 - Responsive design and browser compatibility
 - Accessibility

Freelance UX Designer – from June 2007 (ongoing)

I've been a freelance UX Designer for almost 20 years and work with a wide range of clients across very different business situations. I adapt quickly to new situations and thrive on the challenge of new problems to be solved. I aim to work as "one of the team", fitting in well with existing teams.

- Building and maintaining a solid client base
- Self motivated, reliable and work well to project deadlines and requirements
- Proactive approach to changing project scope
- Innovative and creative
- Confident dealing with clients face to face or through online communication
- Facilitating workshops, often with conflicting stakeholders
- Confident delivering presentations to large groups
- Meticulous eye for detail to ensure delivery of quality products
- Flexible availability, adapting to client and project timelines
- Excellent time management skills
- Managing cash flow and budgets

Recent projects include: [The Social Mobility Commission](#) (UX design including interactive prototyping, UI design, bespoke wordpress theme development), [The Government Property Agency](#) (UX design including interactive prototyping, UI design, bespoke wordpress theme development), [Enable Group](#) (wordpress build including ecommerce), [JFDI](#) (UX, UI and wordpress build), Royal Society for Medicine (user research, UX design including interactive prototyping), The National Archives – Digital Black History Portal (user research, UX design including interactive prototyping, UI design), [Talk London](#) (user research, UX design including collaborative design sprints and interactive prototyping), King's College London (user research, UX design including interactive prototyping), [The Young Foundation](#) (UX, UI and wordpress build including plugin development), Royal National Institute for the Blind - Bookshare (user research, UX design including interactive prototyping), [The Weavers' Company](#) (UX, UI and wordpress build)

I'm happy to demo UX projects that aren't available online, please get in touch for more information.

Head of User Experience – Panlogic Ltd – June 2007 to Feb 2010 (part time)

At Panlogic I worked as a permanent member of a small team. I was the client facing UX lead on both website and campaign planning and build projects.

- Pitch development and presentation
- Facilitating workshops for user and stakeholder requirements capture
- Proactive approach to projects
- Supporting the development team
- Excellent time management skills
- Accessibility audits of client sites providing detailed analysis of their current situation and necessary areas for improvement

Projects included UKTI Future Web Presence Review, the RNLI Splashout gift site and the Security Industry Authority site redevelopment and LSC Apprenticeships Vacancy Management Service online training material.

Panlogic Ltd remains a freelance client to this day.

Web Design and Development Team Leader – Hotcourses Ltd – Jan 2005 to Jan 2007

At Hotcourses I managed a small team of developers looking after the company's own websites. My focus was building a group of talented individuals whose various skills and competencies added to the overall harmony and efficiency of the team.

- Encouraging new starters, empowering them to develop their skills and interests
- Coaching junior team members, explaining complex topics in an easily understandable way
- Management of workflow and project scheduling for a team of four
- Overall responsibility for 4 major flagship sites, 14 smaller education based sites, multiple course search portals and several foreign language sites
- Providing support for other departments within the company

Web Designer/Developer – Hotcourses Ltd – April 2002 to Jan 2005

- Excellent time management skills
- Proactively developing my skills and interests
- Meticulous eye for detail
- Confident dealing with clients

Web Developer – Mercator Systems – June 2000 to September 2001

- Actively building on the skills learned during my time at university
- Proactively seeking out advice and mentors
- 4 months spent working in the company's Vancouver offices
- Fitting in and working well as part of a small team

University of Greenwich – September 1997 to June 2000

- BSc (Hons) Multimedia Technology 2:1

Interests and hobbies

- Hiking, yoga, swimming, paddleboarding, gardening and sewing.
- I'm a keen illustrator, printmaker and fabric designer, selling regularly at fairs and markets: [Ferret and Fern](#).
- I co-founded the women's art community [She Creates](#) and our bi annual [Luna Market](#).
- Building on my interests in gardening and local food access, I joined the board of the [Elgin Farmers' Market](#) in June 2018 and currently serve as the treasurer, also managing their social media presence and events coordination.
- Alongside my own practice I also teach yoga 3-4 times a week at [Body and Shine Wellness](#).

References

Both professional and personal references are available on request.