



BOBBI BRANT

UX Designer

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SUMMARY

Creative director transitioned into UX designer, bringing valuable experience from both startups and agencies. Dedicated to user-centered design, I excel at transforming research and data into clear, actionable insights that everyone can understand. I possess strong communication skills, enabling me to engage effectively with individuals across all levels and backgrounds.

EXPERIENCE

Freelance

www.bobbibrant.com

May 2024–present

UX Designer

- Updated user flows and UI for a high-end, reclaimed wood, furniture brand leading to 62% conversion rate increase and 38% rise in time on site YOY
- Improved information architecture and optimized website navigation for 2 B2B brands of an international corporate travel client, enhancing user experience and increasing user engagement, resulting in improved client satisfaction

Foolproof

www.foolproof.co.uk

May 2023–May 2024

UX Designer

- 5-month project for a government client acting as an embedded UX expert within the client team; extended to 12 months due to client satisfaction
- Lead the final UI and development stages, working closely with the internal brand team, engineers, and business analysts to ensure smooth implementation of a complex product

HYA

www.hya.work

Jul 2021–Dec 2022

Product Designer

- Owned the UX process from idea through to market launch as the sole UX Designer
- Created end-to-end user flows and wireframes for the ATS and HR products, along with supporting documents such as personas and business requirements
- Designed and implemented an iterative design process based on continuous user testing and communicating with users
- Hired and managed a UI designer and worked very closely with the engineering team at every stage for seamless handoffs
- Involved with all areas of the business including marketing, strategy and hiring as part of the founding team

Kaizen

www.kaizen.co.uk

Jul 2017–Dec 2019

Creative Director

- Joined as Campaign Manager and progressed to Creative Director in July 2018, line managing a team of account managers and creatives
- Managed or approved creative concepts for link-building and Digital PR purposes across all teams
- Built new processes that allowed the creative design and development team to work more efficiently with account managers
- Developed content strategies to pitch new clients leading to wins of over £250,000 in annual budget

MVF

www.mvfglobal.com

Jul 2015 – Jul 2017

SEO Executive

- Managed content, PR and social media strategy for US and UK websites
- Wrote engaging and SEO optimised copy for a range of B2B and B2C brands which increased engagement and organic conversions

Experience before this point may be less relevant but I am happy to discuss early career roles.

EDUCATION

Career Foundry

2020–2021

Certificate in UX Design

- Intensive training program for UX Designers, specializing in UX process and methodology that includes user research, user journeys, personas, testing, information architecture, and visual design fundamentals
- Designed multiple products from research to high-fidelity prototypes using tools such as Adobe XD and Figma

**Roehampton,
University of
London**

2011–2014

BA Classical Civilization and Theology and Religious Studies

First class honours

SKILLS

- UX research
- UX design
- Wireframing & prototyping
- User interviews & testing
- UI design
- Adobe XD, Figma, Sketch
- Client management
- Copywriting
- Content strategy
- Team management
- Cross-level communication