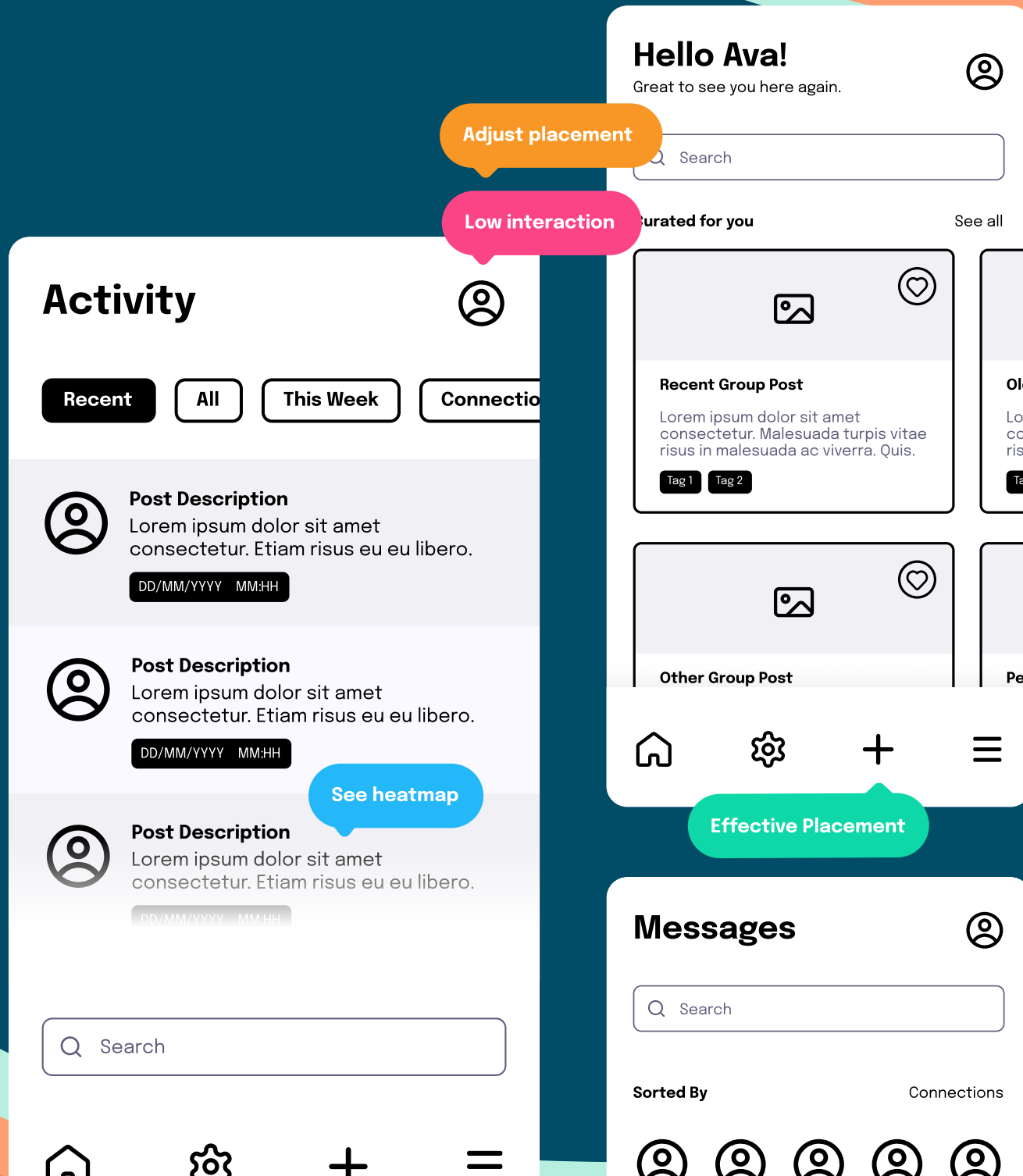
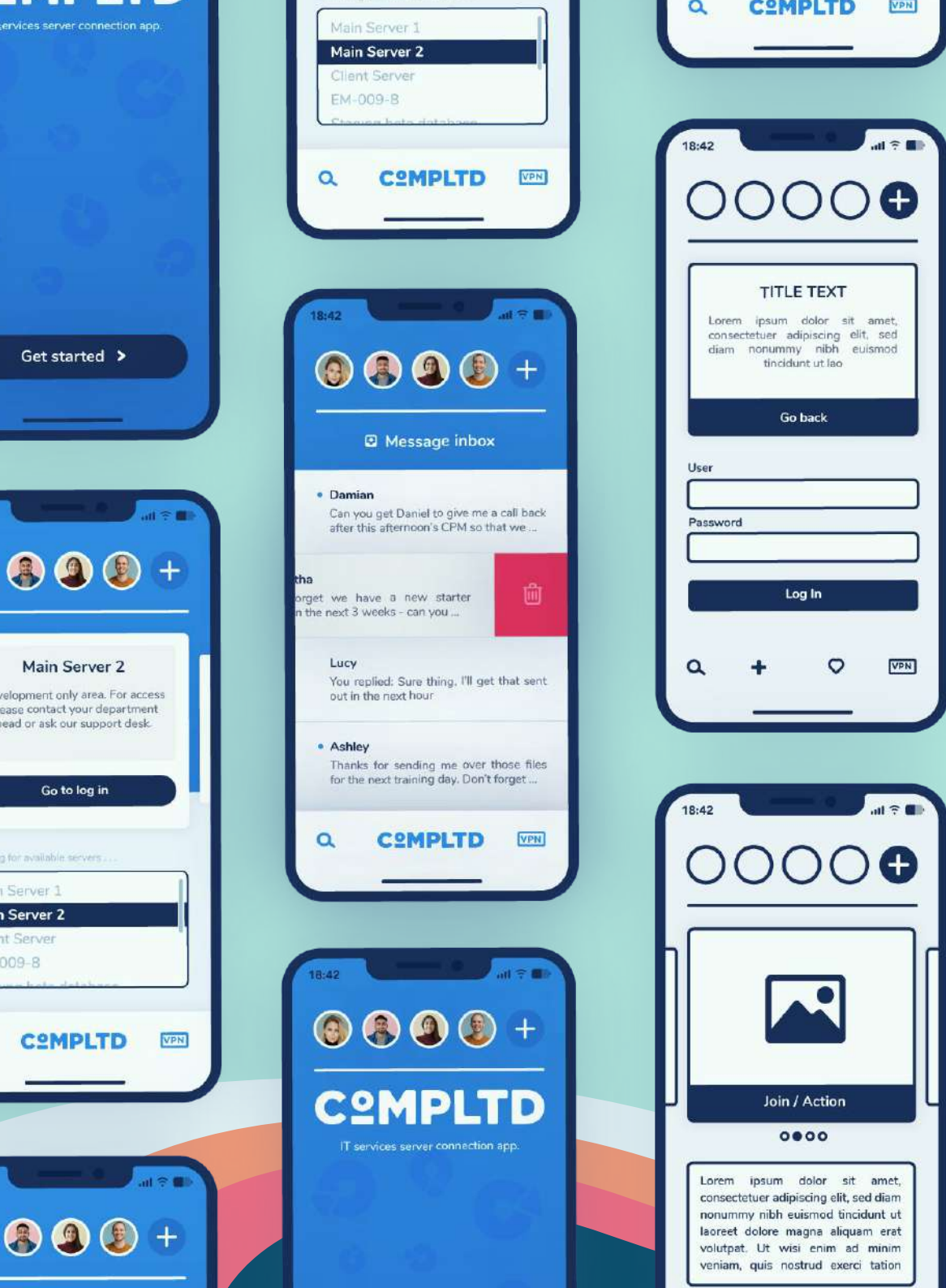


UX/UI Design

App Based UX Design, Testing & Research

By Toby LeSaux Smith





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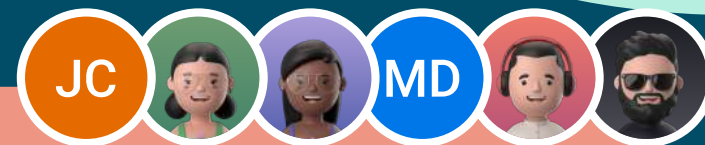
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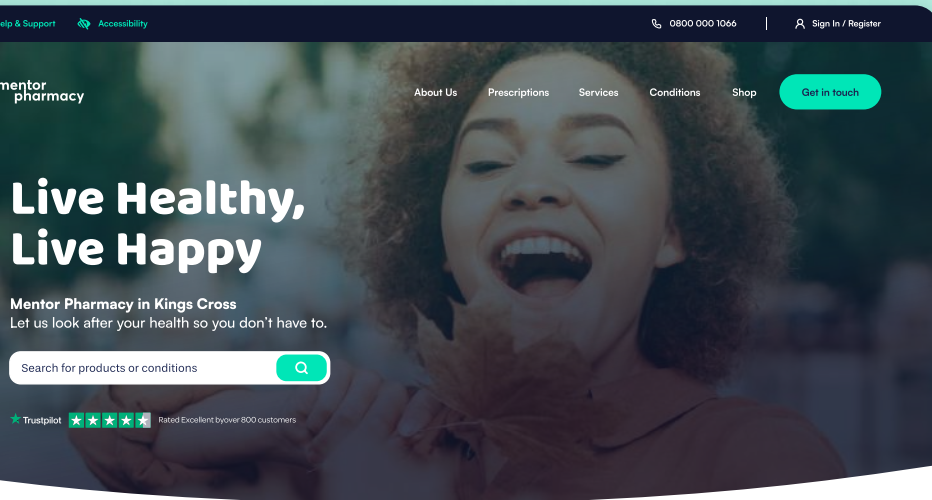
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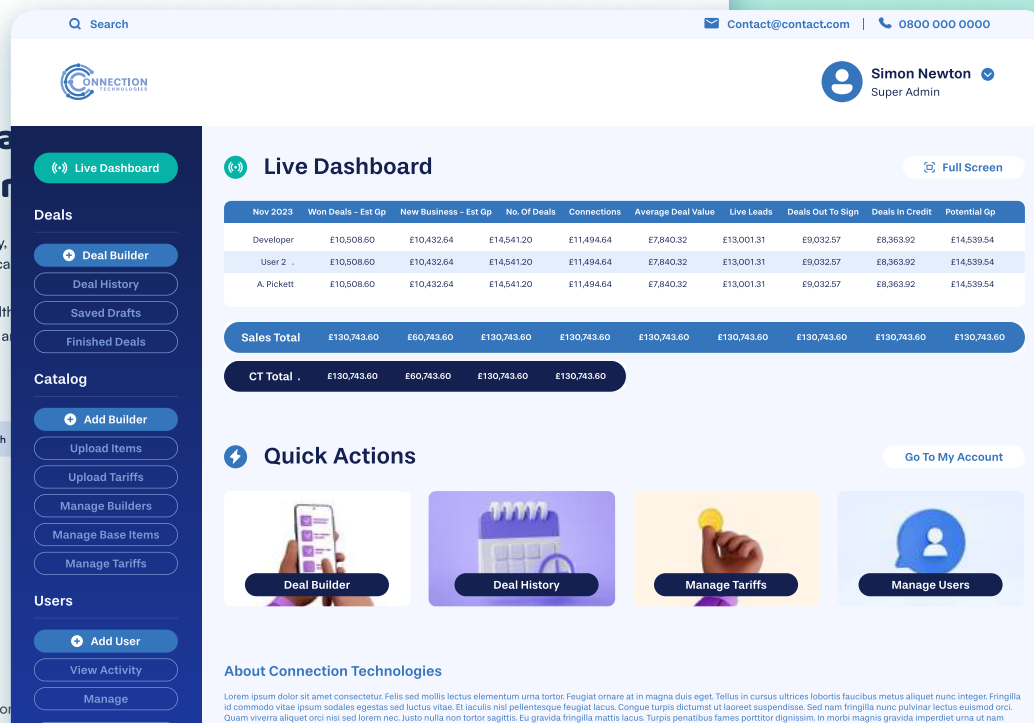
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About UI/UX Design & Management

The importance of **User Experience & User Interface design** cannot be overstated in the digital world. For over 9 years I have been designing & **improving online journeys and digital experiences** through UX & UI in both B2C & B2B facing roles. I am highly proficient in the use of UX/UI specific programs such as **Figma, Adobe XD, Sketch** and collaboration & prototyping tools.

It's been my pleasure to work on a wide array of projects including; Creating a new email & campaign management platform for internal use, **Designing & managing development** of an online tourism e-commerce site and Refining customer facing landing pages for lead generation. My experience has been wide ranging covering **APP & web based UX & UI** design & management, working closely with development teams to implement, test & refine.

Careful and considerate **UX research** is a core pillar to any digital design project with key focus on consumer research and market analysis. In my experience, UX/UI needs to have strong mobile consideration and a constant **awareness of new technology** as new horizons such as AR & VR become ever more prominent across industries.



Visit TobyLeSauxSmith.co.uk
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