NATHAN HEYES

UX/UI Web Designer

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UX/UI SKILLS

- Mobile-first design
- Wireframe prototyping
- Conversion-focused designs
- User journey mapping
- Landing page optimisation
- Usability testing & iteration
- WCAG accessibility standards

EXTRA SKILLS

- Branding & visual identity
- Typography & layout design
- 2D animation
- Market research
- Data analysis
- Creative problem solving
- Cross-team collaboration

TOOLS

- Adobe Suite (PS, AI, AE, XD, ID)
- Figma
- HTML/CSS/PHP/JS
- CMS (WordPress, Shopify)
- Microsoft Clarity/HotJar
- Google Analytics/SEMRush

WORK EXPERIENCE

Mosaic Digital Media (Oct. 2016)

Internal progression from Apprentice → Website Designer → Lead Creative

My key responsibilities include:

- Prototyping responsive websites in Figma, aligning user flow with business goals.
- Conducting market research and data analysis to inform design decisions.
- Helping businesses create brands from the ground-up, considering target markets, brand strategy and KPIs.

At my time at Mosaic, I have hit key career milestones, such as:

- Mentored under Roland Hanson, former Microsoft Windows creative director.
- Worked with Salford Red Devils, helping them achieve a digital IMG grading of 1.45/1.5.
- Maintained a 95% client satisfaction rate for increased return on investments.

EDUCATION

I studied graphic design & photography in college, moving into a Level 3 apprenticeship in Website Design. I am currently studying at the OU for a BA in Design & Innovation, specialising in business management.

Find my portfolio: polygondreams.co.uk