

Curriculum Vitae

Jake Bolton

UX Designer

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Email: hello@jakebolton.co.uk

Web: jakebolton.co.uk



Profile -

UX/UI Designer

With a BA (Hons) in Graphic Design from Lancaster University through the East Lancashire Institute of Higher Education (2007). I Have worked as digital content designer for size?, a division of JD Group between 2018 and 2019. Following this my role changed to that of UX designer covering multiple fascia in the size?Group division of JD Sports Fashion PLC, 2019-2024. I was also previously the founder and freelance digital designer at Madebylooking.

Key Skills -

- UX research and user testing
- User journey mapping
- Stakeholder management
- Icon design
- Web design
- Web prototyping
- Client liaison and stakeholder management.
- Wordpress site content management.

Software Proficiency -

- Figma - UX design, wire-framing, interactive prototyping and design system components
- Adobe XD design wire-framing and interactive prototyping
- Adobe Creative Cloud suite: Photoshop, Illustrator, Acrobat Professional and InDesign.

Web Systems -

- Proprietary CMS systems
- Wordpress
- Wix website editor
- Square space

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Previous Experience -

size?Group - April 2019 to Present
UX Designer

Working with the JDGroup UX team, my role has span across teams and divisions. My primary focus was the size?Group division of JD Sports Fashion PLC. Initially including 3 fascia; size?, Footpatrol and The HIP Store. My responsibilities include, UX/CRO Ideation, CRO Experimentation Design, UI Design, Competitor Analysis and designing user journey's for the size? Launches app. I have recently expanded my role to include User Journey maps, live user testing and design system foundations.

size?Group - April 2018 to April 2019
Digital Content Designer

Working on a range on functions including designing e-shots, website banners, landing pages and site content spots for the size? content team. My work also included coding designs for e-shots and updating the website and apps through the in-house CMS.

Madebylooking – December 2012 to April 2023
Digital Designer / Owner

Working on email marketing implementation for individual clients and also for agencies on a freelance basis. Establishing digital brand / presence for small and start-up businesses. Providing front-end web design and development services. madebylooking.co.uk

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Previous Experience -

The Orchard Agency – December 2012 to April 2018 **Freelance Digital Designer**

Work for Orchard has seen me placed a number of teams working in companies based in the North West of England. Responsibilities in these roles have ranged from front-end web design and coding, designing and building bespoke email marketing templates and creation of digital assets for online and in-store screens for retailers.

Bookings through The Orchard Agency included;
Scotts Menswear
Blacks
Millets
Bank Fashion
JD Sports

JP74 Digital Agency – March 2008 to November 2012 **Digital Designer / Email Marketing Specialist**

Responsibilities Included:

- Managing content via JPCMS® and Wordpress
- Digital design for agency client pitches utilising Adobe software including Photoshop, Illustrator and Fireworks
- Managing email marketing campaigns and creating bespoke email templates.
- Ensuring email marketing process improvement.
- Maintaining accuracy and consistency of email marketing campaigns.

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**DPI 21 Ltd Blackburn (TwentyOne)
Internship 1 day per week - 2006 to 2007.**

Work included:

Digital brand development projects and build of a personal portfolio website. This was done utilising standards compliant HTML/CSS coding techniques. I utilised Adobe Dreamweaver at the time and rather than building the site visually, with direction for team at the agency I was able to build each page on the site using code. twentyone.agency

Qualifications -

- BA Hons. Graphic Design from Lancaster University
- BTEC National Diploma in Graphic Design including an Open College certificate in desktop publishing and an A-Level in Photography from Preston College.
- 11 GCSEs Grade B-C

About me -

About Me - I'm Jake, 38 years old, I'm a non-smoker and UK resident. I'm passionate about finding creative ways to add value wherever I can. Besides my work as designer I'm a martial artist with a grade of 4th Dan Black Belt in Goshin Kempo Ju Jitsu and I've taken part in numerous competitions over the last 15 years winning medals in the UK and in Europe. I also recently began training in Brazilian Jiu Jitsu and have made progress towards my blue belt.

I'm also passionate about art and enjoy drawing using traditional media and digitally using Photoshop with a graphics tablet. I've been studying an online professional art course by Scott Harris.