LESLIE HAMPTON

Specialities

- UI/UX Design
- UX Research
- ADA compliance
- Accessibility
- Art Direction
- Usability Testing
- Visual Design
- Wireframing
- Photography
- Mentoring
- QA
- Prototyping

Software + Skills

- Figma
- Sketch
- Photoshop
- Lightroom
- G Suite
- Illustrator
- Jira
- Usertesting.com
- HTML/CSS Editing
- Github

Designed for Platforms

- React
- Salesforce
- Angular
- Magento
- 100% custom
- Shopify

Education

University of the Arts London

MFA in Interactive Media

- Double Diamond process, UX, interaction design, and usability testing

Regent's University London

BFA in Visual Communication

- Concentration in Graphic Design

Pixelberry Studios / UX/UI Designer   (April 2021 - Present)

- Worked with engineering to lead the design and creation of web admin tools for content updates
- Streamlined designing modules for different sites and game stores into one platform
- Established user testing as a practice at the studio and have led the execution of all unmoderated user testing
- Created analysis documentation from exploring ecommerce sites, competitor games, and user testing

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Mixbook / Lead UI/UX Designer   (June 2019 - September 2020)

- Compiled user research through in-person and digital user testing for SaaS custom photo good company
- Worked closely with developers to complete a site replatform and transition to responsive design
- Unified the design system and created design consistency across site marketing, email, and product design
- Increased conversion by improving the flow of customer projects and created an invite system
- Optimized the shipping experience to save on high shipping costs and make a more clear experience for customers

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Firewood Agency / Senior UX Designer   (April 2017 - October 2018)

Clients included: Google, YouTube, LinkedIn, and Mercari. Work ranged from UX, product design, landing pages, photography, and email templates. Created internal business tools for Google to increase efficiency and workflow. This entailed user interviews, research, testing, wireframes, and completed designs transformed from spreadsheets. Worked within the Google Material design system and created presentations to educate the agency on accessibility.

Charlotte Russe / Lead UX Designer   (December 2014 - October 2016)

- Researched the latest trends in design, interaction, functionality, and related tools for all digital platforms
- Worked closely with the creative team to lead the transition to mobile-first design for site and email. This included wireframes, templates, concepts, basic prototypes, and best practices documentation
- Leveraged data from testing to redesign key pages such as the homepage and PDP to improve sales and conversion
- Reduced checkout abandonment by researching, testing, and redesigning the checkout flow
- Shaped the digital brand. Designed and tested UI for mobile and web to create enhancements to site features
- Worked with development and QA to test, track and trouble-shoot bugs
- Worked with leadership, an outside creative agency, development, and internal business partners to design, test and replatform charlotterusse.com The site was fully responsive and on the Salesforce Commerce Cloud platform
- Assisted overseeing ADA (WCAG 2.0 AA) remediation and created documentation to guide the creative and marketing teams to further compliance with accessible design

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Old Navy / Associate Web Designer   (October 2011 - December 2014)

- Combined research and marketing data on creative to improve performance and recreate successes
- Collaborated with in-house photo team to create monthly concepts to completed stories
- Designed mobile-friendly and responsive email templates
- Streamlined promotions by creating templates for efficiency and design consistency
- Partnered with the in-house development, photo, and other cross-functional teams to create Outfits We Love Canada experience. This entailed creating a system on how outfits would be shot, selected, retouched, named, and sliced

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Side With Us Design / Freelance Designer + Photographer   (April 2001 - Present)

Featured clients: Coyuchi, Charlotte Russe, Mariah Vineyards, Easy Swim Club, Joy (UK clothing brand), Drum! Magazine, and Asian Man Records. Responsibilities include UX, web design, photography, print design, art direction, and branding.

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