

LESLIE HAMPTON

Specialities

- UI/UX Design
- Prototyping
- ADA compliance
- Wireframing
- Art Direction
- UX Research
- Web Design
- Usability Testing
- Photography

Software + Skills

- Sketch
- Lightroom
- Photoshop
- Illustrator
- InVision
- Jira
- G Suite
- Storyline
- HTML/CSS Editing

Education

University of the Arts London: LCC

MFA in Interactive Media (2004 - 2005)

- Worked within groups on user centric projects with an extra focus on interaction design, usability testing and overall enhancing the user experience.

Regent's University London

BFA in Visual Communication (2000 - 2003)

- Concentration in Graphic Design

Work experience

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

Full-service design and photography for clients ranging from fashion, venues, magazines and more. Featured clients include Coyuchi, Charlotte Russe, 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.

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 accessible design documentation and presentation for in-house team. Took complex spreadsheets and simplified into clean internal business tools for Google. This entailed user interviews, research, testing, wireframes and completed designs to improve work flow. Worked within the Google brand guidelines and design system.

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

- Researched latest trends in design, interaction, functionality and related tools. Problem solved and brought creative solutions 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
- 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 outside creative agency, development and internal business partners to design, test and replatform charlotterusse.com The new site is fully responsive and on the Salesforce ecommerce 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

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

- Created feature campaigns for homepage and department pages on oldnavy.com (US & Canada)
- Worked directly with marketers and merchandising to meet sales goals for online retail
- 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
- Presented marketing creative in weekly reviews to business partners, key directors and VP
- 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 selected, retouched, named and sliced

CellSpin Soft. / Art Director + UX Designer (March 2007 - March 2009)

Liaison between founders, developers and marketing. Led the design and testing of mobile app and social media platform. Ensured and tested cross-platform functionality across various mobile devices. Created identity, print collateral and website. Developed user widgets and community blogging tools for external sites.