

LESLIE HAMPTON

SPECIALTIES

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

SOFTWARE & SKILLS

- Photoshop
- Illustrator
- InDesign
- MS Office
- HTML/CSS/XML Editing
- Sketch
- Jira
- InVision
- Lightroom

EDUCATION

University of the Arts

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

PRESENT WORK EXPERIENCE

FIREWOOD AGENCY / SENIOR ART DIRECTOR + UX (APRIL 2017 - PRESENT)

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 Easy Swim Club, Joy (UK clothing brand), Drum! Magazine, Asian Man Records and Hayes Life Presents. Responsibilities included UX, web design, and implementation, art direction for collateral and branding and content creation for zines, blogs and promotional events.

PAST WORK EXPERIENCE

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
- Redesigned email templates to be mobile-first and worked closely with the creative team to transition to mobile-first design. This included wireframes, templates, concepts, basic prototypes and best practices documentation.
- Redesigned 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 ONLINE, GAP INC. / 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 and key directors
- 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 (MARCH 2007 - MARCH 2009)

Liaison between founders, developers and marketing. Designed and developed mobile UI. Created identity, print collateral and website. Developed user widgets and community blogging tools for external sites. Ensured and tested cross-platform functionality across various mobile devices including Symbian s60, RIM, iPhone, Windows Mobile 5/6, Pocket PC and Palm phones.