

Ottilie Yerbury

UX and UI Designer

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UX and UI designer with proven successes in end-to-end delivery of **user-centric** website, app and eCommerce products. Experienced working across industries and embedding into cross-functional teams. Passionate about creating accessible, **inclusive digital solutions** with **Design Thinking**, user research, **prototype iteration** and excellent communication to improve user experiences. [Portfolio](#)

Experience

UX DESIGNER | *Profusion - B2B A.I. data analytics company, Contract role May-June 2023*

Transformed 160+ page document 'The Good Data Guide' into an interactive resource website for SMEs. Design process included stakeholder workshops, **presenting to clients** and **iterating with client feedback** on initial sketches, lo/mid-fi designs and final site. Worked independently to design and build the website with existing brand identity in nine day **design sprint**. [Live site](#)

UX + UI DESIGNER + FOUNDER | *Ottilie Ruth Website Design, June 2020 - Current*

Conceptualised, designed and developed 22+ businesses' websites, e-commerce and branding projects with commercial and **engaging user interfaces** as a solo enterprise. Utilised **strong communication** and organisational skills to project manage website deliveries. [View](#)

INTENSIVE UX + UI BOOTCAMP | *by Ironhack - fully remote, November 2022 - January 2023*

380+ hours of **UX and UI design** best-practice tuition and practical work. Final client project (full website and brand design) included leading **stakeholder workshops**, four user interviews, survey design and analysis, lo to hi-fi prototype iteration and presenting pitch deck to 150+ attendees. **Awarded best final project**, client currently developing design for use. [Case study](#)

ASSISTANT MERCHANDISER | *TJX Europe - High-street fashion + homeware retailer, total 2016 - 20*

Responsible for planning unit and financial sales **across 250+ TK Maxx stores** and online. **Identified and communicated opportunities** and risks to international cross-function partners. *Senior Analyst, Buying Admin and Allocation Analyst & Buyers Assistant (Placement) | 2016-19*

Skills

SOFT SKILLS | **Communication**, Adaptability, **Collaboration**, Self-motivation, Problem-solving, Creativity, Curiosity, **Organisation**, Articulate, Attentive to detail, Desire to learn, **Empathy**.

HARD SKILLS | **Design Thinking**, Information architecture, **User journey design**, User research, Survey design, Usability testing, **Lo-fi to hi-fi interactive prototype design**.

TOOLS | **Figma**, Miro, Adobe XD, CSS, basic HTML and more as a fast-learning **tool-agnostic**.

Education + Personal

First-class BSc in International Fashion Management from the London College of Fashion (UAL). Hobbies include cycling, getting out in nature and website consulting for local environmental charity.