

HELEN STEAD

UX/UI DESIGNER

Hello, I'm Helen, a digital designer currently based in Berlin with a passion for user experience, product design, branding and e-commerce. I have 5+ years experience working in Italy, France, India, Switzerland, Germany and U.K for a range of international clients all over the world.



EXPERIENCE

Urbanara

Berlin, Germany
Apr' 2016 - Present

Graphic Design Manager

- Designing and conceptualising email campaigns for sales, seasonal launches & trend topics
- Designed landing pages, wireframes and click-through prototypes for new website
- Created styleguides, moodboards and seasonal roadmaps according to trend research
- Optimised conversation rate and user experience with CRO tools and G analytics
- Produced all print assets, inbox marketing experience and PR Lookbooks

Koch & Co.

Berlin, Germany
Sept' 2015 - Sept' 2016

Co-Founder / Creative Director

- Developed brand identity and website for a new e-commerce footwear brand
- Designed a responsive web and mobile experience based on user research
- Conducted A/B tests and improved UX through data analysis
- Presented ideas to external stakeholders, B2B clients and manufacturing partners
- Created user persona's, storyboards and user flows to help improve the site architecture
- Developed the brand story, imagery, PR and content strategy

Select Clients

International
Sept' 2014 - Present

UI/UI Designer

- Developed brand identities and UX/UI for numerous clients:
(Chicasual, Craft.co, Diademe Couture, Regina, Ahista Tea, Cosmopolitan, Transgression)
- Developed UX and UI design for e-commerce, SaaS platforms and digital products
- Designed an android travel app using Sketch, low and hi fidelity prototypes

EF Education

Zurich, Switzerland
Apr - Sept' 2015

Desktop Publisher

- Assisted with the design and production of their travel brochures and in-house marketing materials, while collaborating with EF staff in over 50+ countries.

HEC Paris

Jouy-en-Josas, France
Mar' 2014 - July 2015

Lead Designer

- Lead designer for a quarterly printed arts & culture publication 'Happenings'
- Modernised the departments website & logo. Digitalised the back issues.



EDUCATION

University of Minnesota

UI Design Specialisation, 3 month online course, 2017 (Pass)

University of Salford

B.A Hons Visual Arts, 2009-2012 (2.1)

Liverpool Community College

Art & Design Foundation Degree 2008 (Pass)



DESIGN & SOFTWARE SKILLS

Software Skills

Adobe Indesign	● ● ● ● ●
Adobe Photoshop	● ● ● ● ●
Adobe Illustrator	● ● ● ● ●
Sketch	● ● ● ● ●
Adobe After Effects	● ● ● ● ●

Web Skills

HTML & CSS	● ● ● ● ●
Frontify	● ● ● ● ●
UX Pin	● ● ● ● ●
Invision	● ● ● ● ●
Marvel/Proto.io	● ● ● ● ●



SOME HAPPY CLIENTS

- Fleur de Press Paris · Ubelly London · 20to30.com New York · Ralph Kerle Melbourne
- HEC Paris, Paris · Associazione Culturale Welcome Padova · TEDXSalford Salford
- Ahista Tea New Delhi · BBC Manchester · Kevin Mackay California · Regina Magazine Berlin · EF Education Zurich · A La Modé London · Jackman Reinvents Toronto
- Craft.co San Francisco · The Guardian London · Cosmopolitan New Delhi