

# Bjarne Rettedal | UX Designer



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## PROFILE

I'm a UX Designer with a background in advertising photography, planning and delivering visual content for both campaigns and e-commerce for a wide range of clients and target audiences.

Skilled at problem solving and analysis with a focus on aesthetics and function.

## SKILLS

- User Research
- Usability Testing
- Wireframing
- Prototyping
- Information Architecture
- User Interface
- Team Management
- Photography
- Videography
- Retouching
- Video Editing
- Lapsed Forklift License

## TOOLS

- Figma
- Adobe Xd
- Adobe Photoshop
- Adobe Premiere Pro
- Adobe After Effects
- Capture One

## EDUCATION

### CERTIFICATE IN UX DESIGN

CareerFoundry  
2022-2023

### BA (HONS) PHOTOGRAPHY

Falmouth College of Arts  
2001 - 2004

## UX/UI PROJECTS

### PLUTOPAY

UX Immersion Project, CareerFoundry, 2023

#### Challenge:

How to improve banking outcomes when many users struggle with their finances and prefer not to engage.

#### Process:

Competitor Analysis, User Interviews, Information Architecture, User Flows, Prototyping, Usability Testing.

#### Solution:

Development of new features: Real Balance, utilising machine learning to estimate actual funds for a pay period; a quick button for transferring a preset amount into savings; and a price scanner enabling users to view real prices when travelling, including taxes and currency conversions.

### FITTED

UI Project, CareerFoundry, 2023

#### Challenge:

How to fit a healthy lifestyle around a busy schedule.

#### Process:

Producing a high fidelity prototype and style guide using UX data and brand guidelines included in brief.

#### Solution:

Developed a responsive web application featuring exercise cards and robust filtering capabilities for efficient exercise selection. The design places strong emphasis on four primary categories to ensure a holistic approach.

## EXPERIENCE

### PHOTOGRAPHER AND VIDEOGRAPHER

2004-Current

Bjarne Rettedal Photography

- Photography and videography across Still Life, Portraits, Landscape, Lifestyle and Architecture
- Producing and costing projects in studios and on sets. Sourcing locations, props and lighting equipment both in UK and abroad.
- Assembling project specific teams, including assistants, styling, set-building and catering.
- Post-Processing of still and moving image to highest industry standard.
- Developing lighting and capture techniques for personal and commercial projects.

### FREELANCE ASSISTANT / PROJECT MANAGER

2004-2012

- Hired by photographers from UK and abroad to work on campaigns and help portraying high profile individuals across the world
- Planned and sourced camera and lighting for larger commissions
- Managed talent and teams to keep projects on schedule