Alex Charlton
Digital Designer

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I'm a digital designer specialising in UX and UI design.

I help shape products, websites and brands, and I've contributed to projects in industries including MedTech, FinTech, Music, Arts, Media, TeleComms and Charity.

I get excited about smart, efficient and unexpected solutions, and particularly about products that encourage positive change.

Work experience

June 2016–

Freelance digital designer
Working across UX and UI design roles, I have designed products for arts organisations, MedTech projects, charities and numerous smaller independent clients, working both individually and in cross-disciplinary teams.

Across these projects I have gathered requirements, defined objectives, conducted user research, designed user flows, developed product concepts, created and tested prototypes, designed user interfaces and conducted user testing, taking products from concept to launch.

Jan 2017– Mar 2017

Senior UX designer (freelance), Moving Brands
Working in a team alongside two other designers, a consultant and content strategist, I led the UX research, development of principles, creation of personas, design of user flows and creation of wireframes and prototypes for a global TeleComms company requiring an completely new website as part of a major re-branding project.

May 2015– June 2016

Lead designer, Neyber Ltd.
Neyber is a FinTech startup based in London. I worked with a team including UX and UI designers, product strategists, junior designers and a creative director, on a family of products focusing on personal finance.

Working closely with stakeholders, developers and other staff across the company including the marketing team, financial analysts and customer-

facing staff, I gathered requirements and knowledge from across different departments and used wireframing and prototypes to test ideas and develop product concepts.

Working Agile in a fast-moving environment, I designed user flows, interfaces and interactive tools, conducted user testing sessions and ran retrospectives to continuously improve products and quickly roll out new solutions.

Neyber has now launched its low-cost loans product and to date has funded over £40million in loans.

Sept 2014– Jan 2015

Freelance digital creative director, Purpose Ltd.
Purpose was engaged in 2014 to build the Neyber brand, and I was invited to work with their in-house designers and creative director to develop the brand for digital.

In this role I contributed to the naming of the company, visual direction, development of tone-of-voice and its application to the UX, accessibility considerations, the logomark, style guides, iconography and the development of assets.

I visited with the client frequently to present solutions and capture feedback and requirements, and later supervised Neyber's in-house designers to assist with the initial application of the brand to their pilot product and communications.

2005–2015

Founder and lead designer, Pumkin Creative Ltd.
I started Pumkin in 2005 to service the growing number of photographers and other visual artists who needed an online platform to showcase their work. The business grew quickly and the initial client base of artists soon expanded to include hotels, media publications, recording artists, design studios and charities.

Whilst working at Pumkin I learned to code in HTML, CSS and JavaScript, later in PHP for back-end systems, and sometimes worked in a developer role on projects with other designers. At different times I have led digital projects from aspects including interface design, user experience design, brand development, user research and system architecture.

As a founder I was also responsible for winning new commissions and shipping products. I also built teams and made hires for specific expertise on certain projects, frequently collaborating with other design studios, including MadeThought, No Days Off and Realise Creative.

To date whilst working at Pumkin I have delivered websites and digital applications for Airbnb, Red Bull, Sony Music, Dartmouth College, the Royal Philharmonic Society, The Korean Cultural Centre, the AOP and The Landmark Hotel among many others.

Skills

Process	Design sprint, Agile workflow (Scrum and Kanban)
Software	Sketch, Zeplin, Invision, Principle, Axure, Protoshare, Adobe XD, Illustrator, Photoshop, InDesign, LucidChart, PowerPoint, Keynote, MS Office
Code development	HTML 5, CSS (Sass and Less), JavaScript (raw and jQuery), PHP (raw and CodeIgniter)

Education

1999–2002	**Central Saint Martins College of Art and Design, London, UK** BA Graphic Design
1998–1999	**Brighton College of Technology, UK** Foundation Diploma in Art and Design

Other information

I'm a calm and enthusiastic person with over 10 years experience in design for digital applications. I'm also an experienced developer.

I most enjoy working in teams where a mix of disciplines is present and where all voices can be heard from early on in the process. I'm adaptable and believe in working across different roles where opportunity allows.

In addition to my commissioned work, I frequently work on self-initiated product concepts, one which is due to be launched in mid 2017.

Alongside my design work, I run workshops for creative professionals at London-based development charities Four Corners and Cockpit Arts, wherein attendees learn to manage their online presence and better market their services through digital platforms and the use of social media.

Case studies

How we built Option Grid

An in-depth look at the process behind the design and creation of the Option Grid MedTech project, built for Dartmouth College.