

Graeme Rutherford

User Experience, UI & Product Design

PROFESSIONAL EXPERIENCE

April 14 — Present

Freelance UX/UI & Product Design, Manchester

KEY PROJECTS

UX & UI for DigitalBridge – a tech start-up using AR/VR to bridge the ‘imagination gap’ in home decoration.

UX & UI for Hypebox – a new social app using social voting to rank exclusive content.

UX for Flo, a new consumer-facing money transfer product from Vitesse PSP.

UX (service design, wireframes, personas, user journeys) for a new Diabetes Health App (for the Chinese market) @ Havas Lynx.

August 10 — April 14

Digital Head & UX @ LOVE, Manchester

October 08 — December 09

Digital UX/Product Lead @ Playgroup, London

August 06 — September 08

Senior Digital Producer @ Dare Digital, London

Digital Project Manager @ Alchemy, London

August 04 — August 06

Designer & team lead @ Airmiles, London

June 03 — July 04

Freelance web design, Glasgow

May 02 — June 03

Internships @ Citibank & Flavorpill, New York

EDUCATION

January 09 — December 09

Post-graduate Certificate

Design for Visual Communication

(Distinction) London College of Communication

May 02 — June 03

Certificate in **International Business Practise**

Mountbatten Internship Programme, New York City

September 95 — July 99

BEng **Product Design Engineering**

University of Strathclyde, Glasgow

PROFESSIONAL SKILLS

Process

As a contractor, I'm adaptable to a client's process and team workflows. I do prefer to work in an Agile environment, quickly testing and learning with hi-fidelity prototypes and real users.

Skills & Experience

My skill-set spans the UX discipline from user research through information architecture to design. Depending on the project, this will include a bespoke mix of: benchmarking; user research; interviews; workshops; personas, service design; sitemaps; user flows; content planning; wireframes; functional requirements; UI design and prototyping.

Technical Skills

Digital design	Sketch / Illustrator / Photoshop
Wireframing	Omnigraffle / Sketch / Illustrator
Presentation	InDesign / Keynote
Prototyping:	Sketch / InVision / Origami / Principle / Flinto / Keynote

PERSONAL DETAILS

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Date of birth

12 February 1978

Nationality

British

Driving license

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