



Hardy Sidhu

UX/UI Designer

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About Me

Having worked for a wide range of companies and agencies, I've acquired a lot of experience and a strong skill set working in varied environments with many different brands each with their own individual requirements and needs. My strengths as a creative are within UI and UX, being able to create beautiful pixel perfect designs that not only look good but also maintain a great user journey across all screens and platforms.

Outside Career

2016

General Assembly

- Part-time UX Refresher Course

2006 - 2011

Banrhill Community High

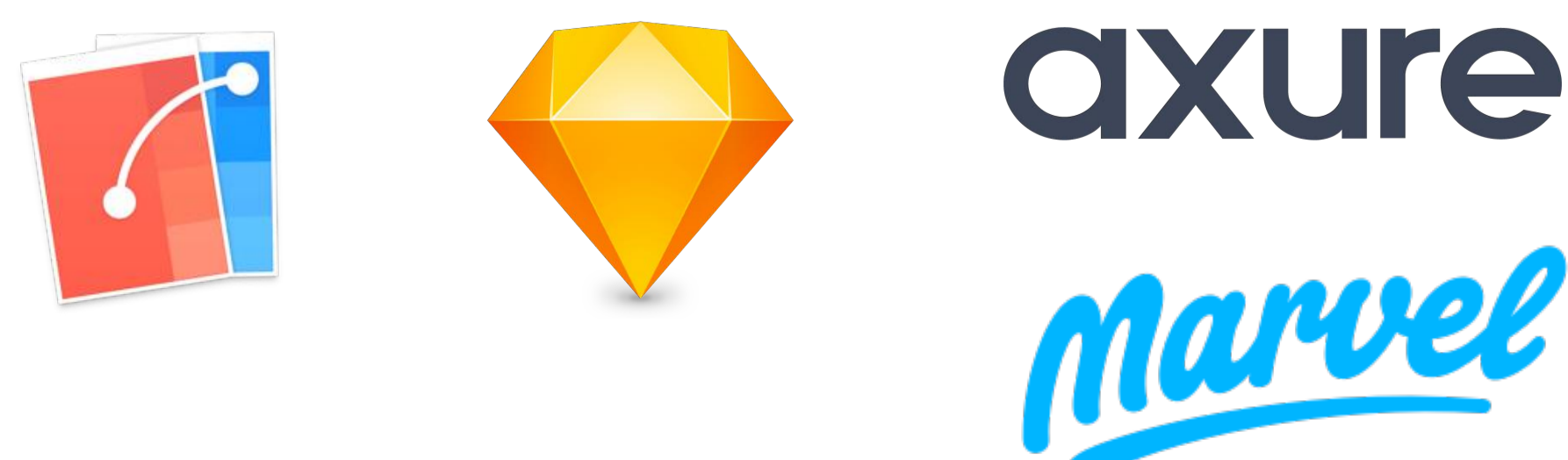
- 8 A - C GCSES
- Sports Leader
- Gifted & Talented PE Department

2006 - 2014

Ameture Boxer

- Boxer for Northolt ABC
- Boxer for Sugar Rays BC

Efficient With



My Experience

2016 - 2017

YFS | Senior UX/UI Designer

Working at Your Favourite Story I've had the opportunity to work across many media platforms including various POS touch screens, Mobile applications, VR and AR technologies and websites. My responsibilities also consisted of designing across these platforms, mentoring the fellow junior/mid-weight designers on the team as well as producing concept and delivery for pitch work. I also contributed a lot to improving processes and quality within the design team.

As the UX designer on the team, I ran various user research methods, conducted workshops with clients and oversaw every project from the UX point.

2013 - 2016

Freelance UX/UI Designer

Working as a freelance designer I specialised as a hybrid between UI and UX, working on a broad range of projects which included designing websites, microsities, mobile apps, email newsletters, user research, IA, user journeys, wireframes, business as usual tasks and also pitch work.

Clients I have worked with during my freelance time include British Airways, The White Company, BBC, Dreams, Konditor & Cook, Iberia, Nestlé, Home Away, Specsavers, George, Evans and The Telegraph.

2014 - 2015

TM Lewin | Digital Designer

At Tm Lewin I was responsible for designing campaign landing pages/microsites for the latest season lines. My front-end skills allowed me to help out on some of the development tasks and occasionally develop what I design. I also designed and developed weekly email newsletter, for which I developed a template for the team to use to make the process more efficient.

2014 - 2014

Dot Media | Web Designer/Developer

Being the only designer on the team at Dot Media, my tasks included designing and developing their broad range of websites on the Wordpress platform.