



DINESH JETHWA

A UX DESIGNER WITH A DESIRE TO CRAFT INTUITIVE, ENGAGING & EFFECTIVE DIGITAL EXPERIENCES BASED ON USER AND PROJECT OBJECTIVES.

Folio: www.toshism.co.uk

Linkedin: <https://www.linkedin.com/in/toshism>

Mobile: 0044 (0)79 73 31 46 59

Email: tosh@contagiouscreative.co.uk

EDUCATION

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| July - Sept 2018 | UX Design Professional Red Academy |
| 1999 - 2002 | 1st Class BA Hons in Digital Arts & Advertising London College of Music & Media |
| 1993 - 1995 | BTEC National Diploma in Graphic Design Leicester Southfields College |

SKILLS

UX

User research & information gathering
Personas
User Stories
Information Architecture
User Flows
User journey maps
Wireframes
Interactive prototype development.
Usability Testing
Iterative Design

UI

Graphic Design, Responsive Web Design & Development, Creative Direction, 3D and Motion Graphics, Social Media Marketing,

APPS & TECHNOLOGIES

Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere)– Expert
Sketch App - Intermediate
Invision Prototyping - Intermediate
Wordpress design & development - Expert
HTML & CSS, PHP & MY SQL – Intermediate
3DS MAX - Intermediate

Well versed with industry standard software and a very quick learner if I need to add to my arsenal.

PROFILE

UX / UI Designer with a passion for crafting creative and innovative experiences across digital platforms.

My creative career started in graphic design and progressed to digital, giving me a great foundation.

I've worked on a range of digital products as part of creative teams and alone since 2003, I've acquired a wealth of knowledge that can be applied and built upon during every project.

I can confidently make informed decisions based on real world experience and industry practice.

EXPERIENCE

Product/UX Designer - Website Re-Design

Client: SIGB | Snowsport Industries of Great Britain

Date/s: Jan 2019 - Present

A UX / UI contract where my responsibility was to re-design and develop an already existing website. The aim was to improve usability and give the website a modern look and feel.

UX Processes / Deliverables

Website Audit

Domain research & analysis

User research

User personas

IA - Sitemap & wireframe development

Wordpress build

User Testing

Handover & training

URL: www.sigb.org.uk

Product/UX Designer - Responsive Website Design

Client: ColdFusion Chalets

Date/s: September 2018 - January 2019

Working with niche "Singles Ski and Snowboarding Holidays" provider ColdFusion Chalets to produce a fresh responsive website allowed me to put my new UX design skills into action.

UX Processes/Deliverables

User Research

User personas

User Stories

Sitemap

Wireframes

Usability testing

UI Design

URL: www.coldfusionchalets.co.uk

Product/UX Designer - Responsive Website Design

Client: McNab Snowboarding

Date/s: March 2018 - July 2018

UX Processes/Deliverables

Domain research

User Research

Personas

User Stories

Sitemap

Wireframes

UI Design

Usability testing & Iterations

Wordpress Development

URL: www.mcnabsnoabording.com

Freelance - Contagious Creative - www.contagiouscreative.co.uk

2003 - Present

The company/brand under which I have been working as a freelance digital designer/creative agency..

I have been fortunate enough to work with digital agencies as well as manage my own clients. Projects have ranged in size from helping startups with digital transformation, to working with blue-chip companies.

XM London

Senior Designer

My role as a designer at XM London (WPP group) gave me consistent exposure to working on large digital projects for blue chip brands and organisations such as:
HSBC, International Bank of Qatar, Sony Ericsson, Save the Children and Direct Line Insurance.

My deliverables while working with XM included:

Stakeholder liaison
Brainstorming sessions
Sitemap development
Wireframes
Hi Fi screen mockups

www.wpp.com

Zenith Optimedia

Senior Designer

At Zenith we worked on accounts such as Lloyds Bank, Aviva & GSK where my role included:

Digital Art / Creative direction

Storyboarding

Lo / Hi Fi screen mockups

Liaising with stakeholders and developers over the course of project timelines.

www.zenithmedia.com

RE Creative

Digital Creative Director

I was hired by RE Creative to do the creative direction and oversee the production of interactive 3D content for the Samsungs global website.

The brief was to communicate 2 state of the art audio systems using cutting edge methods more engaging than still images.

I was very proud of the results, which had sticky and playful qualities achieved by combining 3d models, renders and interactivity added in Flash.

www.re-creativeteam.com

Corporate Rewards

Digital Designer

Writing and developing creative briefs with clients, creative direction, liaising with designers and developers to produce printed and digital media.

Photoshop, Illustrator, HTML, CSS, In-design

www.corporaterewards.co.uk

Unique Media

Junior Designer

Working under senior designers and brand guidelines to develop website pages which followed initial creative direction.

Photoshop, Illustrator, HTML, CSS

www.unique-media.com

Random Media

Junior Designer

Working under senior designers and brand guidelines to develop website pages which followed initial creative direction.

Photoshop, Illustrator, HTML, CSS

www.randommedia.blogspot.com