

# JOHN ASPINALL

**Portfolio:** johnaspinall.co.uk

**Email:** john.aspinall 73@gmail.com

**Tel:** 07789 486467

## SKILL SET

User-centred design, user testing, user research, prototypes, wireframing, competitor benchmarking and research, A/B testing, agile methodologies, responsive design, mobile first methods, Sketch, Balsamiq, Axure, HTML5, CSS3, SASS, Grunt, Javascript, JQuery, responsive design, Wordpress, Bootstrap.

## WORK HISTORY

### **N Brown Group, JD Williams** - April 2014 to present

- Increased yearly revenues by £3.3million as UX lead on project to improve conversion rates on suite of mobile specific web sites.
- Implemented user-centred design methods in above project. Performed competitor and user journey analysis, organised user testing sessions, produced design concepts and prototypes, wrote front end code and paired with Java developer to build production version of the product.
- Produced responsive page prototypes and front end code for digital transformation program. Specifically, clothing sizing guide, responsive website header, front end style guide, product details page and elements of the product listing page.
- Performed various UI designer/developer tasks for BAU tactical team.
- Produced various designs to be used in A/B testing and ran tests with business analysts using Monetate.

### **Morrisons** - 2013 to 2014

- Innovation UX Developer aligned to a new digital team setup for a project to build the new Morrisons eCommerce retail platform.
- UX lead on project to redesign Kiddicare website. Produced wireframes, prototype, visual design concepts and front end coding & development.
- Produced webview form for Kiddicare app.
- Provided design and development support for Kiddicare blog hosted on Wordpress.

## **N Brown Group, JD Williams - 2012 to 2013**

- Worked as a Web UI designer working on a range of mobile and tablet specific web sites for the Jacamo and JD Williams brands.

## **Findel Plc - 2007 to 2012**

- Website manager responsible for the design, coding and management of all marketing related company websites and digital media for the Kleeneze brand.

## **Macquarie Bank - 2006**

- Contract web designer to assist the property and banking department webmaster with several web design projects. This position was based at the bank headquarters in Sydney, Australia.

## **Henderson Global Investors - 2002 to 2005**

- Contract web designer working on a range of website maintenance re-branding projects on a range of investment related web sites.

## **Deutsche Bank - 2000 to 2002**

- Documentum web designer/developer built CMS system to power all the pan European web sites.
- Designed and built a range of pension fund calculators in Flash and ActionScript used on the UK customer facing website.

## **Computer Sciences Corporation - 2000 to 2002**

- Joined CSC graduate program working on the JPMorgan account in London.
- Roles included change analyst, desktop support technician and intranet web design.

## **EDUCATION**

University of Salford  
Information Technology BSc (Hons)  
1995-98

## **REFEREES**

Mark Booth  
Head of UI Design  
JDWilliams

Andrew Braithwaite  
Software Engineering Manager  
RentalCars.com