

# GAYLE SANDIFORD

## UX/PRODUCT DESIGNER

### ABOUT ME

My 20 years of experience in the design industry as a fashion designer makes me a highly creative problem solver. I am a thoughtful designer always thinking about the end user

I chose to study UX design because i felt it could pave the way to work in a more digital environment. The skills i have developed while working in Fashion Design and being responsible for the end-to-end process and all the problems that arise along the way, has set the foundation for me to become a digital designer and work creating things that will make a difference to people and businesses.

I am keen to merge my skills and experience gained in the fashion industry and my experience in UX Design to break into the digital world.

### CONTACT

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### EDUCATION

#### User Experience Design (6 month flex)

General Assembly: 2022

#### Higher National Diploma in Fashion Design

University of Salford 1998

### DESIGN SKILLS

- UX Research
- User Interviews
- Analysis & Synthesis
- Affinity Mapping
- User Flows
- Journey Mapping
- Ideation
- Information Architecture
- Prototyping
- Visual Design
- Usability Testing
- Creative Problem Solving
- Stakeholder Presentations
- Consumer Branding
- Personas
- Management
- Graphic/fashion design
- UI (User Interface Design)
- User centred design
- Sketching
- Strategy
- Survey Research
- Mockups

### TOOLS

- Adobe illustrator
- Figma
- Notion
- Dovetail
- Miro
- Photoshop

### UX EXPERIENCE

#### Coflowx: Ux Designer - Oct 24 to current

Cloflowx is a software that helps creative agencies manage freelancers - from onboarding to projects to handling freelancer invoices. I am currently working with the team on improving the current software.

- Researching the users, Primary users and secondary users.
- Synthesise findings from User Interviews through affinity mapping, empathy mapping and journey mapping.
- Surveys, and prototyping and user testing.

#### Brighte: Client Project: 2 months

- Research to validate and compare information provided by Brighte in order to identify the needs from thier target audience.
- Synthesised findings from User Interviews through affinity mapping, empathy mapping and journey mapping.
- Created an archetype to understand the target audience
- Designed & tested a prototype for the MVP solution.
- Presented to Client & delivered a strategy with next steps.

#### Friendly Grocer Website: 1 month

- Researched & Designed an MVP website which brought together a practical solution that aligned with the users needs and the long term goals of the business.
- The Grocery store needed to react to the covid lockdowns
- Provided a click & collect service to users with solutions that took into consideration the current behaviours of thier shoppers.
- Project managed the 'Design' phase of this project, whilst still having an involvement of all stages of the process.

### OTHER EXPERIENCE

#### Fashion Designer agency - Self employed.

- Working with various clients built up over 20 year period working as a fashion designer & design manager in UK and Australia.
- Researching the needs and wants of the end user/wearer
- Researching current trends in fashion, as well as keeping up to date with global trends in general that effect fashion.
- Meetings with stakeholders/buyers/suppliers to ensure ranges designed are inline with business goals.
- Presenting ranges to key stakeholders & buyers.
- Seeing designs through from conception to store delivery.
- Designing apparl for well known Australian/UK brands.

#### Senior Designer - BigW Ladieswear 2015 - 2016

- Trend research, Colour Palettes, Fabric Sourcing, Technical Packs, Overseas trips for research & sourcing, Presentations, Branding & Labelling, Trade meetings, Working with suppliers & buyers, presenting to key stakeholders, managing junior designers, Range Planning, Trade meetings, Designing ladies clothing

#### Head of Denim department - SFG - 2013-2015

- All duties as above, working for Specialty Fashion Group including managing a team of designers & garment techs.