DAVID HADDINGTON
UX WEB DIGITAL
GRAPHIC DESIGN

CONTACT

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QUALIFICATIONS

▸ **Professional Diploma in UX Design**
UX Design Institute (Glasgow Caledonian University)

▸ **PHP Fundamentals**
Study365

▸ **UX/UI Fundamentals**
Study365

▸ **PGDip Web Specialist Diploma**
Pitman Training

▸ **BA(Hons) Graphic Design**
Falmouth University of Arts

▸ **BTEC Foundation Studies: Art & Design**
Braintree College

ABOUT ME

I am a highly experienced senior designer with over 20 years of collective experience across UX/UI, web, digital and print design.

I am passionate about creating exceptional user experiences that blend aesthetics, functionality and human-centric design principles. I'm fascinated by user behaviour, and strive to craft intuitive and engaging digital products that leave a lasting impact on users.

Collaboration is at the heart of my design practice. I thrive in multidisciplinary teams, where I can contribute my expertise while learning from professionals from diverse backgrounds. I'm an excellent communicator, able to effectively convey design concepts, rationale, and user insights to both technical and non-technical stakeholders. I've worked in permanent roles, contracts and ad hoc work across web design, print and pre-press, digital design, UX and UI, branding and identity, studio photography, retouching, and illustration.

KEY SKILLS

Adobe Creative Suite
Acrobat
Figma/Figjam/XD

HTML/CSS
Javascript/PHP integration
SEO
Wordpress/Wix/Webflow

UX design – research & analysis
A/B and multivariate testing
Web analytics – GA4/Hotjar/Semrush/Analyze/Clarity
Stakeholder workshops
Collaborating with stakeholders

UI Design
Pattern Library/Atomic Design Systems
Low & high fidelity wireframing/prototypes/storyboarding

Scrum/Agile/Waterfall project management
Trello/Monday/Slack/Forecast

Layout and typography
Photography/colour re-touching/photo research
Illustration
Design consultancy/in-house training & documentation

EMPLOYMENT HISTORY

Freelance UX and UI Designer, Spring ACT
December 2023 – Present

I'm currently working as a freelancer for a non-profit organisation that develops digital tools to help those trapped in domestic violence situations. I am conducting comprehensive UX research, and redesigning a website that hosts a chatbot for optimal user experience, while providing accessible and impactful solutions for those in need and collaborating with a multi-national team of stakeholders around the world.

Freelance UX and Graphic Designer, David Haddington Design
September 2021 – Present

I work as a sole trader with various brands across mainly UX, UI, digital and web-based projects. My clients are from various sectors such as skincare and beauty, retail, fitness, travel, energy, finance, ecomms and the charity sector. My work has included UX research and design, website design and development, UI design, branding, consultancy, CRM communications and print design.

Freelance Web Designer, Green Party
August 2023 – Present

I work for the Green Party as a web design freelancer on an ad-hoc basis, developing and maintaining the Suffolk Coastal Green Party website using Wordpress, and working on any other digital or web-based projects.

Freelance UX Designer, Verse
February 2023 – July 2023

I was the sole freelance UX designer for marketing agency Verse, working for a variety of clients across various industries. This agency hired me to create a UX process from scratch, and implement it via collaboration with the wider team and the agency's clients. My everyday duties included:

- Creating and implementing Verse's entire UX process, including stakeholder sign-off and documentation
- Collaborating with cross-functional teams to define user needs, gather requirements, and translate them into creative and relevant user-centred designs
- Collecting, collating and processing data and metrics using Google Analytics 4, Hotjar, Semrush, Microsoft Clarity and Google Optimize
- Creating wireframes and prototypes

- Conducting user, A/B and multivariate testing
- Running stakeholder workshops
- Following and maintaining atomic design systems and style guides
- Staying up-to-date with emerging trends, tools, and technologies in UX design
- Evaluating and testing third-party platforms for in-house use

Freelance Graphic & Web Designer, Milk Design Ltd
September 2021 – December 2023

I worked for Milk agency as a freelancer, creating HTML marketing emails, marketing materials for clients and helping with other web work on an ad-hoc basis.

Senior Graphic Designer, PDQ Media Ltd
April 2019 – July 2022

I worked on creating digital and print solutions for our clients, including Oxford University Press, Pearson and Bloomsbury. My responsibilities included:

- Layout, typography, typesetting and branding across digital touchpoints and print design
- Wireframing, designing and developing websites, user testing and research, UX/UI
- Consulting with stakeholders to resolve technical and design problems
- Repurposing, extracting and digitising content from print to create HTML snippets for online platforms
- Confidential secure typesetting
- Managing production, producing in-house documentation and developing training materials
- Organising and processing editorial re-use for clients
- Photographic retouching and processing
- Pre-press production and archiving

Graphic Designer, Various Magazine Publishers
March 2005 – April 2019

My background is in print design. I have worked in various design studios for several print publishing houses, working on layout and typography, illustration, artwork, image retouching, pre-press, photography, barcode production and production schedule management.