Craig Fitzgerald
Product Designer & Problem Solver

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Skills

Prototyping
Wireframing
UI/Visual Design
Storyboarding
Strategic Thinking
Usability Testing
User Research
Web Development

Tools

Sketch
InVision
Flinto
Axure
Adobe CS
Pen & Paper
HTML & CSS
Wordpress (PHP)
JQuery

Awards

Best Digital User Experience
(YourTour)
Travolution Awards 2018

Education

First Class (with Honours) BA
Graphic Design
University of Essex, 2010 - 2013

Experience

Product Designer

Vibrant Vegan (Freelance) July 2020 - September 2020

Vibrant Vegan is on a mission to be known as the easiest way to eat a delicious, functional plant based diet. As part of their growth strategy, I helped reshape their core online experience to improve conversion. This involved:

- Running user research sessions to identify key problem areas across the digital product and define areas to attack.
- Creating low-high fidelity prototypes for design validation, testing, and implementation across the web.
- Working closely with key stakeholders to ensure the brand was consistently represented.

Lead Product Designer

SilkFred (Freelance) June 2019 - Present

SilkFred is an online marketplace for independent fashion brands. I am currently helping reshape their product design process and have helped deliver a new mobile app from scratch. This has involved:

- Implementing effective user-research techniques to better understand customers and identify key areas for product improvement.
- Defining and building a component-based design system to be used across the product.
- Creating low-high fidelity prototypes for validation, testing, and implementation across web, iOS and Android devices.
- Working closely with team leaders and remote engineers as part of a cross-functional team.

Co-Founder & Product Designer

YourTour April 2017 - May 2019

YourTour is a mobile marketplace that enables users to create, share and consume digital audio tours on their smartphone. I co-founded the company and provided everything design-related, including:

- Creating low-high fidelity prototypes for early concept validation and user testing.
- Defining original YourTour brand and design language, including a basic design system.
- Working closely with early users, co-founders and engineers to bring the product to market, including apps for both iOS and Android and a website.

Product Designer

Butternut Box (Freelance) May 2018 - September 2018

Butternut Box are looking to reshape the pet food industry by providing nutritious, freshly prepared pet food.

- Creating low-fidelity wireframes to help conceptualise ideas for on-site conversion improvement.
- Converting approved designs into high-fidelity prototypes for validation and development hand-off.
- Setting up multi-variate testing across designs to experiment with content variations.

Previous Design Roles

Various Pre-October 2017

Before becoming a freelance Product Designer in 2017, I had worked across multiple design disciplines with a variety of companies, including global corporations (Sky, BT, NBC Universal), boutique design agencies (Sumthink Creative), and technology startups (Crowdmix).

This experience has provided me with a well-rounded technical skillset, and the ability to approach problems from interesting and unusual angles.