



# Anna Pamplin

## Senior User-centred Interface Designer (UI/UX)



I work with agencies and in-house teams on a diverse range of projects, specialising in the retail sector.

My work includes high-end product design, responsive websites, apps, design systems and creative concepts.

I am passionate about creating beautiful and functional digital experiences.

### WORK

**huumun** *April 2020 - Now*

*UI/UX Lead*

Working as design lead on a complex global drug launch, producing materials such as iPad visual aids and websites for medical and commercial audiences. My tasks include; understanding user needs, creating IA, user journeys and wireframes through to the interface design, prototypes for user testing, briefing-in and overseeing other designers' work.

**Maternity Leave** *Nov 2018 - Jan 20*

**Waitrose & Partners** *Apr 2018 - Oct 2018*

*Senior UI Designer*

Working within the digital experience team to rebrand and develop a new UI library of global elements. Collaborating with John Lewis teams to ensure brand consistency. I also worked within an agile team to deliver UI for slot booking on waitrose.com

**John Lewis & Partners** *Sept 2016 - Apr 2018*

*Senior UI Designer*

Working in agile teams within JL.com, working on new features and improvements and a new interface for ordering made to measure products and ordering fabric swatches.

**Spark 44** *Jul 2016 - Sept 2016*

*Senior UI Designer*

Working within the digital team providing support for ongoing projects as well as working with an agile team creating a new 'Help Me Choose' feature for Land Rover.

**huumun** *Feb 2015 - Jun 2016*

*Senior UI/UX Designer*

I worked as UI Lead in a project team creating a global responsive website for a major brand in HIV medicine.

**Brainstorm Communications** *Oct 2014 - Feb 2015*

*Senior UI Designer*

Creating design concepts and UI kit to assist the global roll-out of the Häagen-Dazs website.

**Sky** *Mar 2014 - Aug 2014*

*Senior UI/UX Designer*

Working in agile teams within Sky's e-experience department.

References and examples of work are available on request.

### GET IN TOUCH

I am based in Bracknell, Berkshire

Mobile: 07977 093477

Email: [annapamplin@me.com](mailto:annapamplin@me.com)

### MY PORTFOLIO

Examples of my work can be found on my website: [www.annapamplin.co.uk](http://www.annapamplin.co.uk)

### MY SKILLS

#### User Interface

- Art direction
- Design systems
- Icon design
- Illustration
- Interaction design
- Mentoring other designers
- Working in cross-functional teams

#### User Experience

- Initial design sprint - creative ideas
- Information architecture
- Wireframes
- Design of prototypes
- User testing
- Iterative design process
- Accessibility and QA testing

I use: [Sketch](#), [XD](#), [Photoshop](#), [Illustrator](#), [Invision](#), [Zeplin](#), [Principle](#), [Marvel](#), [InDesign](#), [Axure](#).

### BRANDS

Jaguar Land Rover, John Lewis, Waitrose, Häagen-Dazs, GSK, Allianz (PetPlan), Vodafone, Autodesk, Sky, Toyota GB, Citroën, Warner Music, Cisco, Porsche, IHG, Rolls-Royce, DKNY, Adobe, Sanofi.

### EDUCATION

#### Foundation Certificate in User Experience

BCS, The Chartered Institute for IT  
May 2016

#### BA (hons) Graphic Design - 2:1

University for the Creative Arts,  
1998 - 2001

3 A-levels, 10 GCSEs