



# PADDY COLE

UX & INTERACTION DESIGNER

**Where?** London, UK  
**Work:** [www.paddycole.com](http://www.paddycole.com)  
**Email:** [me@paddycole.com](mailto:me@paddycole.com)  
**Phone:** 07864591027

## EXPERIENCE

### UX Designer - Farmdrop

SEP 2013 - PRESENT

An online farmers market, offering customers high quality, locally sourced food and drinks direct from the people who produce it. I was responsible for leading User Experience and research alongside UI design. I worked closely with the stakeholders of the business, forming decisions based on user research and analytics.

### Lead Designer - SEEDIR

SEP 2013 - PRESENT

An education service for both medical students and professionals, offering mentoring support, scheduling, communication, and medical resource management. I had full responsibility for the product and both experience & visual design. Learning the intricacies of the NHS was one of the biggest challenges in making a valuable product for the healthcare industry.

## EDUCATION

### BSc Digital Interaction Design - 1st Class Honours

UNIVERSITY OF DUNDEE, SEP 2009 - JUNE 2013

A blend of product & visual design, computing, user research and electronics. I worked both independently, and alongside product design and computing students on real products for clients such as NCR & Microsoft. Honing my skills in design research, creative thinking, and prototyping to solve large problems

### Applied Computing - 1 year

UNIVERSITY OF DUNDEE, SEP 2008 - JUNE 2009

I studied the fundamentals of object oriented programming, development, and accessibility. Working closely with the design school, I passed first year, before deciding on my preferred vocation in Design.

### IT Practitioners - National Diploma, Distinction

NORTH WEST REGIONAL COLLEGE, SEP 2006-2009

A course that covers all areas of computing. Teaching Software development, office suites, networking, system analysis, and accessibility design.

## MAIN DESIGN TOOLS

- Sketch App
- Photoshop
- Illustrator
- Omnigraffle & Axure
- Origami
- Invision

## DESIGN & RESEARCH

- User Testing & Research
- Information Architecture
- Wireframing
- Prototyping
- Personas

## DEVELOPMENT

- HTML & CSS
- JavaScript
- Bootstrap
- Git

## PRACTICES

- Agile
- Scrum
- Kanban

## AWARDS

 BLUE AWARD  
UoD Enterprise Gym

 GLOBAL NOMINEE  
NASA Space Apps

 DUCKIE AWARD  
CyberDuck

## About Me

“ Having studied and worked in UX & Interaction Design for over 5 years, I am always learning new technologies and approaches to enhance a users experience in a digital world. Making digital products and tools a pleasure to use, rather than a chore.