John-Luke Ward
Product Designer

Tel
07927 255 440

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hello@jlward.design

Portfolio
www.jlward.design

Hi

I'm John-Luke, I am currently in full time employment as a Product Designer, I have worked in a variety of design roles for 8+ years where I have a broad range of experience starting as a Graphic Design Apprentice.

Although I have a range of design experience, I am passionate about UI design & design systems, helping design teams unify their approach to ensure the gap between technical and design limitations don't hold products back. As well as this, I take great pride in facilitating other designers, making their design process more robust and efficient.

As well as relying on my design experience I can rely on several years experience with front-end technology, building websites, prototypes & working with component libraries using HTML, CSS & JavaScript, taking knowledge and principles from both sides of design and development to aid decisions.

It's because of these areas I'm passionate about I am seeking opportunities, as my recent roles have been agile and end-to-end within the UX process, while these present plenty of opportunities to work with design systems, they aren't the primary focus.

I am driven by a constant desire to keep learning and growing my skillset and I'm keen to work with people who are similar minded. I can bring to any team enthusiasm, organic collaboration and knowledge sharing.

If I'm not working, you'll find me trying to surf some waves on the North East Coast, pretending to like craft beer, working on my camper & following Manchester United.

Education

Online education & self teaching.
I continuously use online, physical and 1 to 1 training to grow my skillset for both professional and personal reasons, as I love to grow, upskill & learn new ways of working so I can apply that to my work, and stay passionate about it. As most would, I see personal development as being incredibly valuable and appreciate the value it brings to employers and new potential opportunities.

Graphic Design Apprenticeship
Learning in both a work place and theory based learning at Bradford College.
Course Name: Design & Creative Media Level 3

References

Sima Marciuskaite
Senior Product Designer & Logically.ai

sima.m@logically.co.uk

Ian Higgings
Design Manager at BTL

ian.higgings@btl.com

Skills

Design
UI design

Design system management

User centered design

Responsive web design

Brand design

Figma

Adobe Creative Suite

Development
HTML5

CSS3

SCSS

JavaScript

JQuery

Wordpress

Webflow

Personal
Work flow management

Written and verbal communication

Problem solving & client management

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Experience

Product Designer | Logically.ai

Working as part of a small scale in-house user experience team, working end-to-end within a UX process, from defining the experience strategy, to delivering high fidelity mocks and prototypes that demonstrate ideas to stakeholders, users and developers alike.

Freelance/Contract Designer & Developer | jlward.design

I have always operated as a freelancer to support financial & personal progression, the amount of work I take on varies depending on circumstances. Ranging from small web design changes to large scale UI contracts. Working as a freelancer has required development of soft skills in client facing communication & workflow management, all whilst demonstrating the design and development skills on offer. My most recent contract was developing a design system with the goals of unifying the design approach, modernising the visual layer & integrating with the in-house design team to deliver a solution that they could take further once the contract was completed.

UX/UI Designer | Impellam

Sole designer working within a large tech team - Overhauling customer and in house facing portals whilst developing the UX function, additionally handling of ad-hoc design jobs within the business, ranging from website changes to html email template design.

UX/UI Designer | BTL Group

Working as part of a large design team, contributing towards several scrum teams design requirements, across all in-house products. Aiding Product Owners in meeting acceptance criteria within UX (more specifically UI) by producing basic prototypes, wireframes & high fidelity mocks, using Adobe Creative Cloud and static HTML, CSS & JavaScript. I undertook additional tasks such as development of an in-house design system and working with the accessibility team to aid the businesses growing requirements to create accessible products.

Web Designer | Blue Octopus Recruitment

Sole designer at a recruitment agency, working on both in-house design & print material, developing the Blue Octopus brand, as well as designing and developing careers sites as part of an additional service to the main business offering. This was an end-to-end process, from initial requirement gathering with clients, to producing wireframes, prototypes, high-fidelity design that met brand & strategy requirements all the way through to delivery. Which included personally developing the websites within HTML, CSS & JavaScript/JQuery.

Apprentice Designer | Expo for Schools

Working under a Creative Director within a small agency. This role was focused on producing concepts mainly for printed material with small scale digital responsibilities. This was an apprenticeship that progressed into a Junior position and as such was accompanied by theory at Bradford City College a day per week, where I gained a Diploma Qualification in Design & Creative Media.

Timeline

	Present
Logically.ai	Jan 2022
Freelance UI Contract	Oct 2021
Impellam	Mar 2021
BTL Group	Aug 2019
Blue Octopus	Aug 2017
Freelance Graphic Designer	Aug 2016
Expo For Schools	Aug 2014