



# Arjuna Woodrow CV

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DIGITAL / UI / UX / VISUAL DESIGNER

**Contact:**

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[LinkedIn](#) / [Behance](#)

Location: London, UK

**Software knowledge:**

Highly proficient: Adobe Photoshop, Illustrator and InDesign, Sketch, Balsamiq

Experienced: Axure

Knowledgeable of limitations: CSS, HTML 5 and Json

I am a digital designer with experience in UX, UI and visual design for large highly-complex websites and iOS apps through to smaller microsites and email campaigns. I am a highly motivated person with good communication skills, able to work both individually and as part of a group to provide inspiration and direction when needed. I am passionate about creating beautiful, user focussed interfaces and solving complex problems with clean and simple design solutions. I have a strong attention to detail and am confident taking a design idea from notebook sketches to finished, refined visuals. I enjoy keeping up to date with the latest design trends and I am not afraid to try something new if I feel it would benefit the product and user. I have experience in working using both Agile and Scrum methodology.

Based in London, I am able to work from a central London location, as well remotely and am able to travel if this was required.

## Work History

**Freelance Digital and Graphic Designer**

**Jan 16 - Present**

For the past year I have been working as a freelance designer for a number of clients, most of whom are in the food industry. Among them are Michelin-starred restaurant groups such as Tamarind Collection and Vineet Bhatia. I have worked on several design outcomes such as websites, email templates and print collateral.

During my time freelancing, I have developed several aspects of my design practise including my presentation skills required to get my design ideas across to my clients, managing my time correctly and taking responsibility whilst working on several projects at a time and seeing a project from start to finish on every occasion. I have also collaborated with many other freelancers including developers and writers in order to deliver high quality work to my clients.

# Work History continued

## **Great British Chefs - Lead Digital Designer**

**Jun 14 - Dec 15**

As Lead Digital Designer, I was responsible for the major responsive website redesign and rebuild for food and tech startup Great British Chefs. Working from idea conception through to testing, I was involved in all stages of the process. During this time I worked in a small team wire-framing the new site, planning the UI and UX, conducting user testing and was the lead designer responsible for the visual design and style of the complex responsive website. Two designers worked under my guidance throughout the project and I liaised with front-end and back-end developers once the designs were complete to relay my thoughts and processes to help them build the site.

This was a very large project which took months to complete and has proved to be a great success in the main areas the company were looking to improve on – lowering bounce rates, increasing time on site and providing a beautifully designed, visually impactful site. During my time in this role I was also tasked with providing art direction and helped redesign the award-winning Great British Chefs iOS app platform. The apps went on to be featured by Apple as an Editor's Choice and in the top 5 Food and Drink apps on the AppStore.

## **Great British Chefs - Designer**

**Feb 13 - Jun 14**

In my first year at Great British Chefs, I was responsible for all branding and marketing materials produced by the company. I created a variety of work including printed booklets, banner ads and infographics as well as working on the visual design of the previous Great British Chefs website and apps.

# Education and Qualifications

## **BA (Hons) Design for Graphic Communication, 2:2 (2012)**

London College of Communication, University of the Arts London

## **FdA Design for Graphic Communication, Merit Plus (2009-2011)**

London College of Communication, University of the Arts London

## **A Levels in Art & Design, Mathematics and Biology, Grade C attained in all subjects**

Stowupland High School

## **Google Analytics Standard Training**

Jellyfish



# Interests and Hobbies

In addition to design, my other passion is food and I enjoy eating out, reading about food and experimenting in my own kitchen. I enjoy travelling and pursue outdoor activities such as hiking, cycling and canoeing in my spare time. I hold a full, clean driving licence.

# References

Both personal and professional references are available on request.

