



*Aman Sahota*  
DIGITAL DESIGNER



## ABOUT ME

I've been working as a designer for 13 years. In that time I've seen the industry change massively, and every time the industry changes, I do too. Over time, I've mastered different technologies and programmes – and I've been lucky enough to be able to unleash them on some really high-profile projects. I take pride in being able to support my clients to get the business outcomes they need, whilst making them look amazing too!



## WORK EXPERIENCE

### ◎ **Aprilsix (UX/Digital Designer)**

April 2018 – present

- UX/UI design for digital projects:
  - Creating high-fidelity wireframes, layouts and prototypes
  - Structuring Information architecture, sitemaps and user journeys
  - A/B testing
  - Using analytical data to help determine better design decisions
  - Creating final design, look and feel
- Responsive design for desktop and mobile devices
- Front-end development of websites, landing pages and emails (HTML, CSS/Less, Twig, Javascript, PHP and Bootstrap)
- Maintain global Aprilsix website
- Working with CMS systems, Wordpress and Concrete5
- Design and build for MA platforms, Hubspot, Marketo and Eloqua
- Static and animated banner design and build for ads and paid social (Adobe Animate and HTML5)
- Lunch and learn sessions on UX design
- Working within brand and style guides for various clients

### ◎ **Opsview (Digital Designer)**

March 2014 – April 2018

- Wireframing, UX and UI design for all web projects (Desktop, tablet and mobile)
- Graphic design for all marketing assets (Banners, ads, social media, infographics, and eBooks)
- Email and landing page design (Salesfusion, Marketo and MailChimp)
- Front-end theming and maintenance of company website (Drupal 7, HTML, CSS/SASS, PHP and Bootstrap)
- Maintain and develop company branding and setting style guides
- A/B Testing using Optimizely to help increase conversions
- Using Inspectlet to monitor user experience and help determine better data-driven design
- Video editing
- Using Agile for project management (JIRA)
- Onsite SEO optimisation



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George Green, South Bucks



## EDUCATION

- ◎ **UX Interaction Design**  
May 2017  
DesignLab Certification
- ◎ **User Experience Design Circuit**  
June 2016  
General Assembly Certification
- ◎ **BSc Multimedia Computing with Digital Arts**  
University of West London (TVU)  
September 2001 – June 2004  
(2:1)



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## WORK EXPERIENCE

- ⦿ **Protean Inbound (Web/Graphic Designer)**  
April 2008 – March 2014
  - Web/mobile, UI, and UX design
  - Design and build email and landing pages
  - Front-end design and theming for CMS systems (Wordpress, Concrete5, and Joomla)
  - Onsite SEO optimisation
  - Design Flash/GIF banners, slide shows, presentations, and animation
  - Design and maintain blog and social media assets
  - Video editing in Premier/Final Cut Pro and Adobe After Effects
  - Logo design, and branding
  - Project management
  - Manage client servers, domains, DNS and emails
- ⦿ **Bull Creative (Web/Graphics Designer)**  
April 2006 – April 2008
- ⦿ **Amazon.co.uk (CS Team Lead)**  
October 2004 – April 2006



## SKILLS

- ⦿ Adobe Suite
- ⦿ Adobe XD/Sketch/Figma
- ⦿ Balsamiq
- ⦿ InVision
- ⦿ HTML/CSS
- ⦿ Bootstrap
- ⦿ CMS (Wordpress/Drupal 7)
- ⦿ JavaScript/JQuery

- ⦿ **General Skills:**
  - Agile working
  - Design sprints
  - Information architecture
  - Persona creation
  - Responsive design
  - User experience design & research
  - User interface design
  - Userflows, wireframes & prototyping
  - User testing