



Natasha Hampshire

UX Professional

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American Express

Lead UX Designer

November 2013
– present
Working with multiple scrum teams as UX lead, it's my responsibility to work out what types of research and testing techniques we need to perform and deliverables to create, within set time periods and budget constraints. I work extremely closely with both business partners and development team getting each party involved as much as possible in the UX and Agile approach. I regularly consult on different projects with different internal teams and products all over the campus so have a wide range of skills.

My BAU is Maintaining high customer experience by working with 22 global markets, their internal data systems and improving the usability and efficiency of the call center applications. I regularly achieve this by carrying out focused research, such as ethnographic studies and 1 on 1 interviews directly (where possible) with our call center professionals. I take that core data and display in real-time business intelligence dashboards from large community touch screens to personal mobile devices, so that our senior leaders can make cost effective prompt changes.

*2014 Global Technology Innovation Challenge Winner
Code Girls UX trainer and speaker
Internal campus UX Community leader and speaker*



BCA Europe

Midweight UI/UX Designer/Developer

August 2011
– September 2013
Responsible for the UX research, visual design and HTML/CSS templating for a Pan-European e-Commerce Project, a car auction service which caters for multi-tenancies of major car manufacturers and dealers including BMW, Europcar, Hertz, Ford, Toyota, Nissan, Renault and more.

Mentoring and guiding interns and junior team members on all aspects of UX design. Wireframing and sketching initial ideas to present them to wider team and end users. Visiting and arranging interview sessions with users. Assisting developers on user interface design and mark-up for new functionality in an Agile environment. Working closely with end to end users and business stakeholders throughout the whole development life cycle.



natashahampshire.co.uk

Freelance Designer

2009
– present
Worked on a multitude of web and corporate identity projects for a wide variety of clients including youlove.us and Futurama. Providing UX consulting, identity and stationary design, webdesign, HTML/CSS and WordPress integration.

Projects include
WowMedEd – Medical Research App
Boher Architecture – App for Architecture firm
Flexicoder identity – Website Support
Wowed – Research App
RRO – National Health Service Data Web App

Education

UX Master Certification
Nielsen Norman Group UXMC#1008850 with UX Management and UX Research Specialty

CSM (Certified Scrum Master)

2:1 BA(Hons) Graphic Communication
University of the Creative Arts, Digital Path

Distinction ND Graphic Design
Chichester College



Skills

Adobe Creative Suite
Photoshop, Illustrator, InDesign and XD

Visual Studio

Hand coding CSS/HTML/ LESS
Compatible with standard compliant browsers with support for CSS3 and HTML5 and beginners knowledge of JS and jQuery

CMS Integration of styling and Administration
Episerver and Wordpress

UX toolkit
Balsmaiq, InVision, Gliffy, Sketch, iRise, Craft, Marvel, Optimizely, UserZoom, pen and paper

Collaboration

Trello, Rally, Confluence, Hipchat, Skype, Slack, WebEx, Google Docs, Confluence and Jira