

CLARE PRIOR

USER EXPERIENCE DESIGNER

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PROFILE

I'm a curious, detail-oriented, creative professional, with significant ability to work well in collaborative environments. My experience across diverse industries has honed my adaptability and willingness to embrace the unfamiliar.

With each project I tackle, I approach it as an opportunity to tell a story, weaving together a tapestry of user needs, business goals, and technical constraints to create a compelling narrative. I am excited to bring my unique perspective and creative flair to any team, pushing boundaries and delighting users along the way.

SKILLS

Photoshop, Illustrator, InDesign, Word, Excel, Powerpoint, Figma, InVision, Sketch.

Social Media, Project Management, SaaS Sales, Marketing, Product Demonstrations.

EXPERIENCE

Marketing Manager | Light Forms

NOV 2020 - 2023, LONDON

- Collaborated with cross-functional teams to identify, gather and implement all necessary product data and assets needed to develop online product configurator.
- Successfully created a design concept for a product showcase at an architecture and design studio, in Manchester.
- Strengthened the brand's overall online presence, which led to increased visibility, brand awareness, and customer engagement.

Technical Sales Consultant | Unmade

SEPT 2019 - 2020, LONDON

- Presented product demos to key decision makers in both a technical and non technical context, demonstrating Unmade's solution, its business benefits and technical implementation.
- Consulted with end-users to determine the best product solutions that aligned with their business needs.
- Implemented product enhancements by expanding digital assets, to create bespoke client presentations, resulting in a more engaging and personalised experience for potential customers.

Business Development and Marketing | Design Automator

OCT 2017 - 2019, LONDON

- Launched a new product at industry events in Dubai and Las Vegas, positioning the brand as an innovator and generating significant interest from potential customers.
- Implemented creative vision by conceptualising the script and storyboard for explainer videos. Collaborated with cross-functional teams to ensure the final product aligned with brand messaging and marketing goals.

EDUCATION

BrainStation | Diploma, User Experience Design

JAN 2023 - APR 2023, LONDON, UK

The University of Brighton | Bachelor of Arts, Fine Art Painting (2:1)

JAN 2009 - SEP 2012, BRIGHTON, UK

PROJECTS

UX/UI Designer, Seren - Women's Fitness and Safety App

APR 2023, Brainstation Capstone Project

- Researched, developed and designed prototype for capstone project.
- I utilised affinity mapping, user stories and task flows to create fitness safety app for women.
- Designed a product marketing website for app.