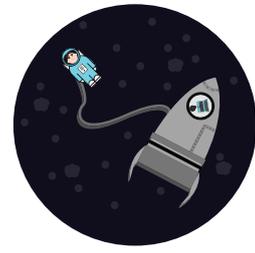


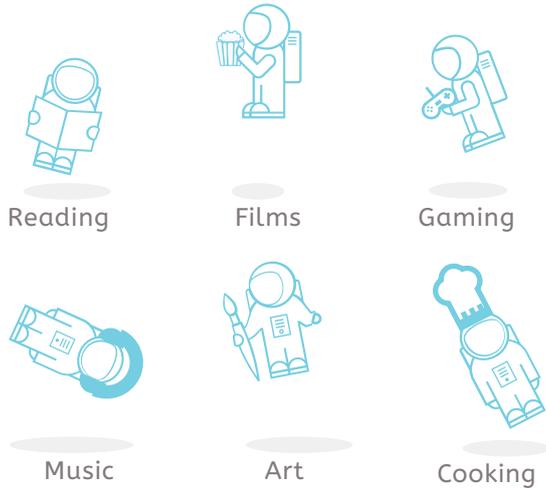
Hello!

My name is Rachael Simpson, a recent graduate of Newcastle College with a Foundation Degree in Digital Design. I specialize in UX and UI design for both web and apps as well as having a good understanding of front end web development and iOS development. I have used these skills in both collage as well as in agencies and on freelance projects I've worked on in the past. As well as this I also have experience of animation and graphic design.



Rachael Simpson

Interests



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Education

Digital Design (Newcastle College)

2015-2017

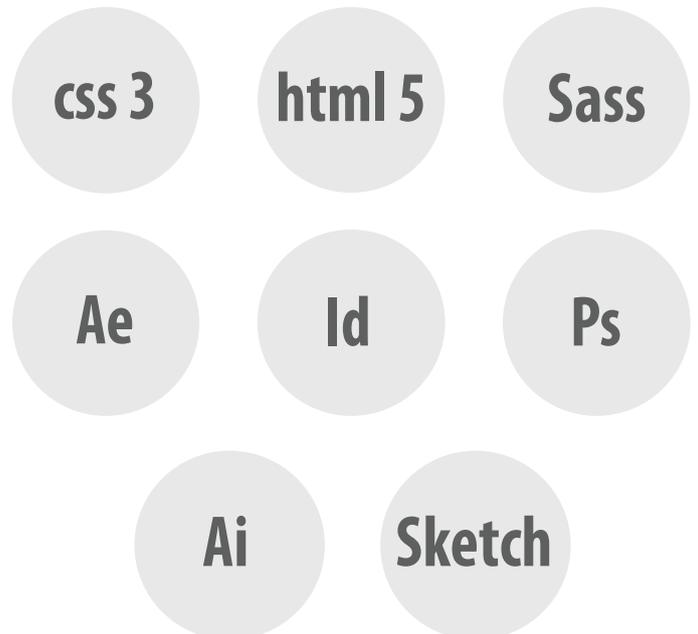
I recently finished a Foundation Degree in Digital Design after 2 years of studying. Here I was allowed to explore and work with a large number of disciplines such as web design and front-end development along with app design. In this time I also got the chance to work with clients and agencies on some projects.

Animation, Gaming and Interface Design (Newcastle College)

2013-2015

I spent 2 years studying for an A-Level. In this time I worked on my basic design skills and animation skills. This later carried over into interface design, allowing me to use them skills in web and app design.

Skills



Work

RGB digital

April 2017

I spent a month working in a design and print agency based in Sunderland. I joined their small team of designers and developers on current projects they were working on. In my time there the main project I worked on was for a local photography agency looking for a website, working with SVG animation to design a set of icons.

I also got a feeling of what it was like to work with such a small agency.

Status

June 2016

I worked with Status Digital, a design agency based just outside of Newcastle, for a month. In my time there I worked as part of their development team helping with their existing projects they had on such as school website and a student letting agency.

This is where I first worked in SASS and on a team that uses an agile way of handling projects.

Ostmodern

May 2013

I spent a week working with a London based agency, Ostmodern. Here I worked with their designers and developers to improve on my front-end development skills as well as UI design skills. This is where I was first introduced to CSS and HTML and how they work to create a fully functioning website.

Projects

Push Puzzle Records

I was approached by a local record label who didn't have a website and were quickly outgrowing what the likes of Facebook and Twitter allowed them to do. They needed a website that showed off their current artists and allowed them to advertise events as well as a contact form so it would allow artists to send in examples of their work. The website was designed to be fully responsive as they wanted to be able to show it at meetings on devices such as tablets and phones.

I first wireframed the website and took this to the client who were very happy with the work and the layout of the website. This next moved onto UI and, working alongside the client, we finally reached the stage of development.

The website was built with CSS3 and HTML5 to the designs I had pitched the client and it was built to be a static site as an example of how it would work.

Both I and the client were very happy with how it turned out.

<http://rachael.webdesignfutures.co.uk/pushpuzzle>

Foot Clinic Plus

I was given a live brief by an agency in Newcastle. The brief was to design a website for a foot clinic as well as a logo and stationary. The foot clinic, Footclinic Plus, currently had no online presence at all and needed everything done from scratch.

I first started by sketching and designing the logo as I wanted to get an understanding of what colours and design style would be best for this client. I wanted to make sure it all had a clean and clinical style as I felt this would help people trust the clinic more and keeping everything very simple helped with this.

Once I had a logo I was pleased with I moved onto designing the website. I first wireframed all the pages to be fully responsive and soon moved onto the UI stage. Because I had done the logo and have a good understanding of house style I knew how I wanted it to look before hand.

Once I was happy with the designs I finally moved onto development of the website. It was built using CSS3 and HTML5 to be a static website.

<http://rachael.webdesignfutures.co.uk/footclinic/>

Bob

We were asked to design an app that solved a problem in some way. I approached the problem of children not being taught languages at a young age and how I can make that more interactive and fun for them.

Bob was designed to allow children to communicate though letters with children from all over the world to build not only social and letter writing skills but also language skills. Children would be given an avatar, a parrot, and would also be rewarded with points for completing activities such as writing letters to then be able to dress up their parrot more.

I wireframed both this app mentioned above as well as an app for teachers to use to allow them to watch over the children and complete any admin tasks that may come with this app. After I was happy with this I moved onto designing.

I knew I wanted to keep the children app colourful and very interactive whereas I didn't feel this was needed in the teachers' app. I did try and keep a similar style throughout both apps though as I knew I wanted them to be connected.