



KEIRAN SNOWE

UX/UI Designer

[View my portfolio →](#)

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2021 - CURRENT

HELPING HANDS/

UX/UI DESIGNER/MANAGER

In 2021, I joined Helping Hands as a UX/UI designer, taking on the sole responsibility for over 2.3 million annual site visitors. Collaborating with stakeholders, external SEO & UX agencies, and in-house developers, I built and implemented a design system for a site-wide re-template, resulting in an impressive 160% increase in mobile conversion and a 110% increase for desktop.

Following a promotion to UX manager, my role expanded to lead a growing team, aiming to further boost site-wide conversion rates and refine user journeys across channels like PPC and recruitment. My responsibilities also extended to projects involving chatbots, recruitment portals, and app conceptualisation.

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| <ul style="list-style-type: none"> Site wide re-template; 160% conversion increase for mobile 82% conversion increase for top service | <ul style="list-style-type: none"> PPC re-design 102% conversion increase for mobile 62% conversion increase for mobile |
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TOOLS/

- Figma
- Google analytics
- Google tag manager
- Adobe suite
- Miro
- Typeform

SKILLS/

- UX research & analysis
- UI design
- Sketching
- Prototyping
- Design systems
- User testing
- User interviews
- Graphic design

2020 - 2021

DAY OUT WITH THE KIDS/

DIGITAL DESIGNER

I worked alongside uk partners such as Paultons Park, Go Ape, Go Henry & more to create eye catching co-branded campaign's for our digital assets on the site. I also worked alongside the team to redesign key pages and journeys on the website.

2019 - 2020

ATTRACTION WORLD/

GRAPHIC DESIGNER

My responsibilities included working alongside partners such as Disney, Universal, Sea-World and the Merlin Group to produce seasonal and/or event driven campaigns. Designing homepage creatives, landing pages, emails, social media assets and other onsite promotional assets for the marketing team.

2013 - 2018

EDUCATION/

(BA) PRODUCT DESIGN - NTU