

Hayley Smyth

Head of Digital with specialism in UX/UI Design

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 Nazeing, Waltham Abbey

WORK EXPERIENCE

Head of Digital / Bathstore / Nov 18 - Current

As Head of Digital I own the Bathstore digital space and am accountable for the management and delivery of all online projects and digital marketing. Reporting into the Buying and Digital Director, within my team sits digital marketing, CRM, UX, UI, web development, digital trading and I'm part of the business trading board.

Since taking on this role I've been working on shaping and delivering a strategy to transform digital for the business. I am currently leading the re-platforming of the website and introducing tools to allow us to personalise our customer's experience and grow our database.

Senior Digital Experience Manager / Bathstore / Sep 18 - Nov 18

Accountable for the online UX on all devices. Understanding the Bathstore customer and using this knowledge to improve the experience through accessibility, look and feel, user journey and CRO. I created and started to implement consistent brand guidelines, improved the website, researched and delivered the business customer personas and managed the day-to-day workload of our dev, CRO and SEO agencies.

Senior Marketing Manager for UX / Wickes / Jul 15 - Jul 18

Accountable for the management and delivery of all digital user experience at Wickes. I developed the digital brand guidelines, was the brand guardian across digital channels and was the key stakeholder in the delivery of the new website that I co-designed and project managed. I worked closely with the SEO and Analytics teams to drive traffic, identify customer needs/expectations through a variety of research, including Group Insight, Multivariate testing, web performance measures and competitor desk and field research. I worked with the wider teams in the business to ensure a seamless omni-channel experience for our customers.

Founder / Fit Boutique Ltd / Nov 14 - Current

As founder and owner I'm accountable for the business including, purchasing, web creation, marketing (including CRM, site content, printed materials), distribution, customer services and accounting.

UX/UI Designer / Freelance / Jan 15 - Jul 15

Lead UX Designer / Geonomics / Oct 14 - Jan 15

UX/UI Design Director and Co-owner / Zoocha Ltd / Oct 09 - Oct 14

Lead Web Designer / Bounty / Apr 08 - Dec 09

Web Designer / Tesco / 07 - 08

Junior Designer / Leadmedia / 06 - 07

SKILLS

Management & collaboration: Digital strategy • Re-platforming • CRM strategy • Digital agency selection • Agency & supplier management • Agile project management with Jira • Stakeholder management • Team management • Organising workshops • Design critique • HTML/CSS understanding

UX/UI design: Wireframes with Omnigraffle & Balsamic • User flows, app design & mobile first web design with Sketch & Photoshop • Rapid prototyping using Axure & InVision • Style guides • Print design, identity & branding with Illustrator & InDesign • Strategy & vision presentations with Google Apps

Research & testing: Personas • SEO • Multivariate testing with Monetate • In-lab testing • Guerrilla testing • Google Analytics

Personal: Ambitious • Efficient • Loyal • Energetic • Focussed • Hard-working • Independant • Productive • Reliable • Versatile • Self-motivated • Hungry to learn • Organised • Exceptional interpersonal skills • Problem solver • Attention to detail • Authentic • Team management

EDUCATION

Hertfordshire University / Software Systems for Arts & Media / BA (Hons) 2:1
Insight into a broad range of disciplines including web design, graphic design, video and sound editing, animation, 3D modelling.

HOBBIES

Fitness/weight lifting, learning, Digital & UX conferences, spending time with family.