

ISABELLE KOSCIUSKO

Senior UI / UX Designer

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Tel: (1) 805-953-5976

Nationality: US, French

Languages: Fluent English, French /
some Spanish, some German

BACKGROUND

User Interface Designer with over fourteen years experience in the design industry, including over eight in world-leading agencies (Havas, Publicis Chemistry, VMLY&R, Iris, Sapient, Proximity) and a **BA (Hons) from Central Saint Martins** in Arts & Design Media.

I have a solid understanding of visual principles (colour theory, typography, grid layouts) and thorough experience in the technical requirements of building on multiple platforms, using the latest frameworks and technology. I also have comprehensive knowledge of the design process, from concept to testing and client presentations, working with department heads to ensure stakeholder satisfaction and meet deadlines.

SKILLS

Applications: Expert in Adobe Creative Cloud / CS (Photoshop, Illustrator, InDesign, Dreamweaver, XD, Acrobat), InVision, Sketch. Proficient in Figma, Flinto, Omnigraffle, FontLab, Microsoft Office (Powerpoint, Word, Excel), Keynote, Wordpress, Squarespace.

Web languages: Expert HTML, XHTML, CSS. Some JavaScript, jQuery, Actionscript, HTML5. Basic PHP.

I have an excellent working knowledge of SEO and thorough experience in Information Architecture (IA) and accessibility.

To complement my design background I have obtained diplomas in User Experience from General Assembly, Marketing and Digital Marketing from City University London, and a certificate in Project Management from PCMI.

PORTFOLIO

Please visit www.isabellek.design.

FREELANCE EXPERIENCE

September 2019 - December 2019

Senior UI /UX Designer**Conran Design Group**

Design of the full experience and interface of a world-leading iOS security app. Working closely with the UX designer and brand designer, I produced layout designs backed by journey studies, sketches and wireframes, as well as interactive elements liaising with the animation department. The role involved content strategy, journey development, wireframing, prototyping and testing, as well as client-facing presentations across multiple countries.

February 2014 - August 2019

Senior UI / integrated Designer**Iris Worldwide / Publicis / VMLY&R / Sapient / Doodle / Deliveroo / Roche / Telegraph**

Senior UI / integrated designer in agencies including Iris Worldwide, Publicis Chemistry, VMLY&R and Sapient as well as illustration

and infographic design for Deliveroo, Doodle and the Telegraph. Responsibilities included overseeing the user interface design and development of websites from sketching to wireframes, mockups and prototype design, app design, as well as infographic design, illustration, branding, email design and build, print and web production.

March 2013 - January 2014

Wellcome Trust, London

Responsible for all digital design output including design, build and testing of e-mail communications, exhibition app interface design, and Wordpress blog design and build in co-ordination with the UX team.

Also included print production, events and exhibition signage and large-scale banners.

June - August 2012

John Lewis, London

Graphic and web production work on the new John Lewis website.

March - June 2012

Proximity London

Social Media apps design for Actimel and Philadelphia, brochure and web work for Lloyds TSB, Aviva, Johnson & Johnson, and P&G brands including Beauty Recommended, SuperSavvyMe and Fairy.

February 2012

Investis, London

Information design and web projects for HSBC, GDF, TAQA and Pru.

August 2011 – February 2012

Brand & Deliver, London

Branding development, print and web design from concept to delivery, for clients including Samsung, St Pancras, Ferrari by Logic 3 and Universal Studios among others.

PREVIOUS EXPERIENCE

March 2011 – ongoing

Freelance graphic and web designer**Isabelle K Limited, London**

Design consultancy on a freelance basis for companies including Universal Music, Warner Chappell, Booking.com and Deliveroo.

Liaising directly with clients, I cover all stage from business development concept / brand research and identity design, to digital interface development with wireframing, prototyping, interface design, Wordpress custom theme builds and email coding.

May 2008 – March 2011

Lead digital designer**Spotlight, London**

Working with the development and marketing teams, I was tasked with the full redesign and build of the website and CMS including information architecture, user research, journey mapping and build, followed by user testing and optimisation. Liaising between IT and Marketing and Production departments to develop the brand across digital and print.

May 2006 – February 2008

Graphic and web designer**Lateral Group, London**

Design and hand-coding of websites for clients including HSBC, Superdrug, PruHealth, Randstad, Everest and Yell. Client-facing role with large degree of responsibility and autonomy in a creative team composed of myself and the creative director. Working across both print and web projects and to multiple tight deadlines.

EDUCATION

November 2013 - March 2014

Intensive course in User Experience Design**General Assembly, London**

I completed this 12-week User Experience Design intensive to complement my visual background and deepen my understanding of user-centric design. This included in-depth study of user research, building personas, journeys and flows, wireframing and prototyping to create a working product. The outcome included an app built from scratch in iterations with control over the full process.

April - July 2011

Intensive course in graphic design**Shillington College, London**

I returned to study to develop further skills in print design and specifically branding, packaging, typography and book design.

July 2010

TDI+ course / Reading University

Study of typeface design led by Gerard Unger, Fiona Ross and Gerry Leonidas. Development of own typeface and research on latin and non-latin scripts.

2009-2020 (ongoing)

Evening courses in Google Analytics, Search Engine Optimisation, sales and business development, bookbinding, letterpress, ActionScript animation, advanced typography and Wordpress among others.

January 2006 - April 2006

CIW Certified Webmaster certificate**EXP-Solutions Ltd, London**

Intensive course in hand-coding websites.

September 2002 - July 2005

BA (Hons) in Arts & Design Media**Central Saint Martins, London**

BA completed with a 2.1 result.

September 2001 - July 2002

Chelsea College of Arts & Design**Foundations BTEC in Arts & Design**

Major: Visual Communication

September 1997 - July 2000

Lycee Fenelon, Paris, France**French Baccalaureate**

Obtained with A-average

INTERESTS

Yoga, surfing, collecting records, chinese medicine, baking, snowboarding, dogs.