UX / UI Portfolio
Jarrid Lawson

About me

As an new emerging junior UX/UI Designer, I gained valuable insights at Simbrix and continue to refine my skills through part-time freelance work. I'm passionate about designing visually appealing digital experiences with seamless functionality.

Beyond design, I enjoy writing my novel "Niostioca" and working on pixel art projects. I'm committed to lifelong learning and actively seek new challenges for both personal and professional growth.

Achivements

- Improved Usability with Inspiration Deck/ Cards at Simbrix

Identified user frustration with single A4 inspiration sheets at events and through feedback. Innovated a deck of individual pixel art design cards, using card sorting and usability testing to refine the design. Resulted in positive feedback, increased replayability, and greater product adoption by schools for STEM Learning, enhancing multi-user enjoyment.

- Enhanced Product Organisation through Colour-Coding at Simbrix

Addressed disorganisation in inspiration sheets by introducing a colour-coded system for pixel art design cards, informed by user feedback and product surveys. Implemented heuristic evaluation to ensure intuitive use, significantly clarifying product compatibility and increasing user satisfaction.

- Redesigned Packaging for Better User Experience at Simbrix

Collaborated on Simbrix 3.0 upgrade, integrating user feedback to incorporate a playmat as product packaging and adding optional plastic dividers for bead organisation. Conducted usability testing with low-fidelity prototypes, resulting in improved storage, reduced plastic waste, and a successful Kickstarter exceeding its goal by 111.5%.

Experience

Professional Design

linkedin.com/in/jarridlawson/

Digital Designer | Part-Time Freelancer | June 2019 - Present

Digital Graphics/ Business Executive | July 2022 - Oct 2022

Product Development Designer | March 2017 - June 2019

Graphic Designer Apprentice | March 2016 - March 2017

| For more | www.jarridlawson.com | www.behance.net/JarridLawson |

Skills

Creative Application Proficiency

My current skills, which I continuously enhance through courses and skill improvement classes.

As I mentioned earlier, I strongly believe in the philosophy of lifelong learning as a cornerstone of success.

You can find a comprehensive list of the skill improvement courses I've completed on my LinkedIn profile, which is accessible through the QR code and link provided on the preceding page.

Or here: www.linkedin.com/in/jarridlawson/

Project List

Websites & Mobile Apps

These projects were created utilising either Adobe XD or Figma. Additionally, each project includes QR codes that provide access to more comprehensive explanation, which may consist of videos, images, and detailed insights into my process. Some of these projects delve deeply into my learning experiences from previous projects or courses I've undertaken aswell.

1. Simbrix - Card / Deck | Product Development
2. Tailsly - Web + App UX/UI Project
3. Years.com - CRO Design Task
4. KeyWise - Password Manager

Print | UX | Product Development

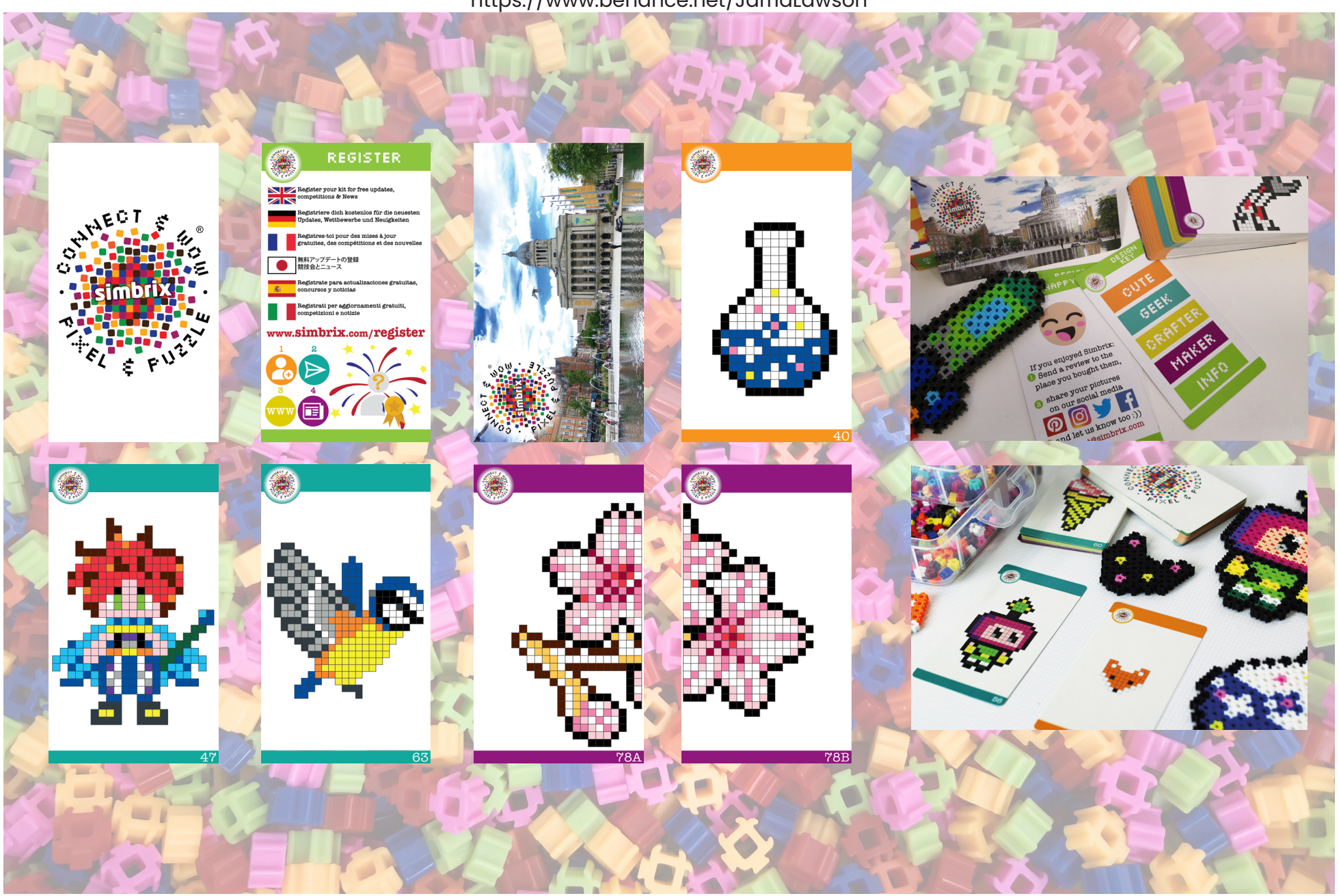
Design Cards/ Deck

Simbrix

These card designs were created for Simbrix, a toy company focused on innovative children's toy. The cards feature colour-coded tops for easy identification, allowing children to quickly relate to the appropriate Simbrix kit size.

The layout design was carefully planned for clarity and ease of use, ensuring a seamless experience for children. Custom pixel art designs add a playful and creative touch, aligning perfectly with the Simbrix brand. I also handled all photography and graphic assets, capturing high-quality images and integrating them into the card designs to enhance the overall visual appeal. This project showcases my skills in graphic design and art direction, contributing to Simbrix's mission of fostering creativity in children's play.

https://www.behance.net/JarridLawson



Web | Application | UX / UI Design

Ai Ps Xd Id Dn

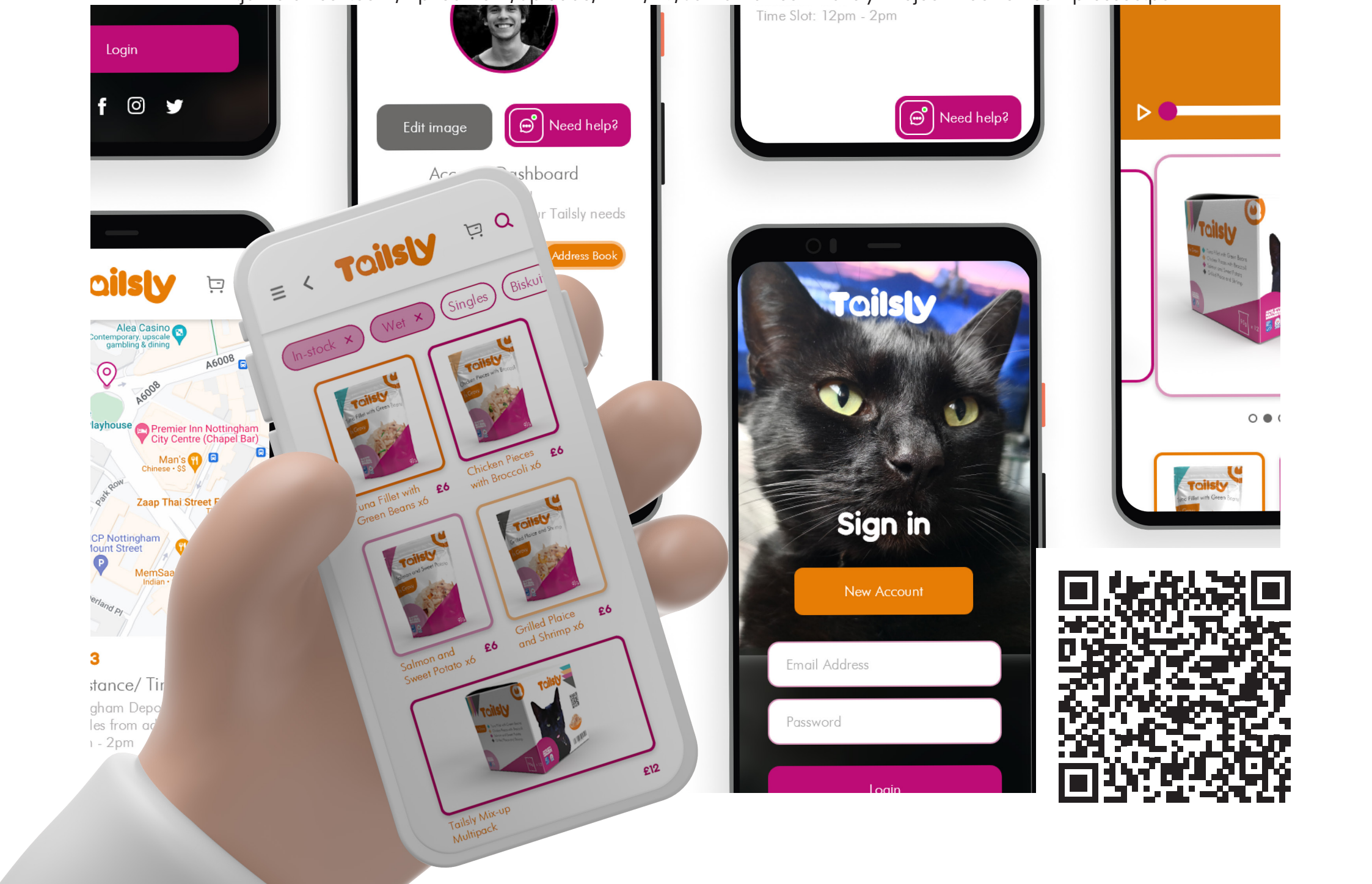
Web + App Project

Tailsly

Every aspect of this brief was made by myself as a Mock Brief to showcase all that I have learnt in the UI/UX space and my design abilities.

Before starting the UI/ UX Design part of the project I had to make a few design assets such as the Brand Name, Logo, Packing for product images and any other assets and my concept for the whole project.

www.jarridlawson.com/wp-content/uploads/2024/06/Jarrid-Lawson-Tailsly-Project-Booklet-compressed.pdf



UX / UI Design | CRO Design

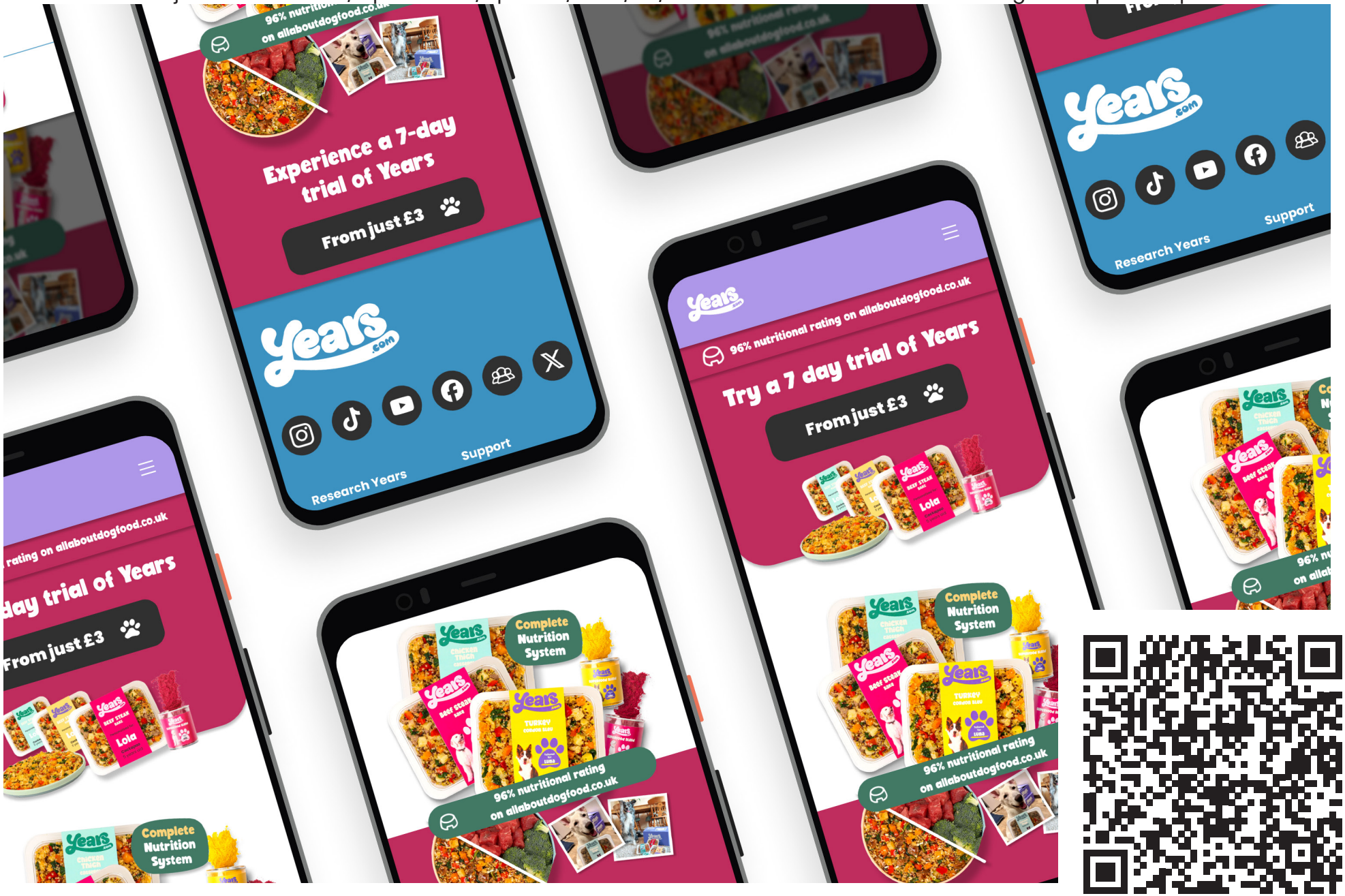
CRO Design Task

Years.com

This design task was assigned to me during the application process for a position at Years.com. I've included it in my portfolio because I take pride in the completed task, particularly the design and layout, which I believe offer a strong concept while adhering to Conversion Rate Optimisation (CRO) principles.

Despite the tight deadline of 24 hours from task assignment to submission, I dedicated significant effort to this project. It showed considerable potential, and I supplemented it with a comprehensive case outlining my design rationale, which contributed significantly to its overall success in my eyes.

www.jarridlawson.com/wp-content/uploads/2024/06/Years-Header-Footer-CRO-Redesign-compressed.pdf



UX / UI Design | Mobile App | Android

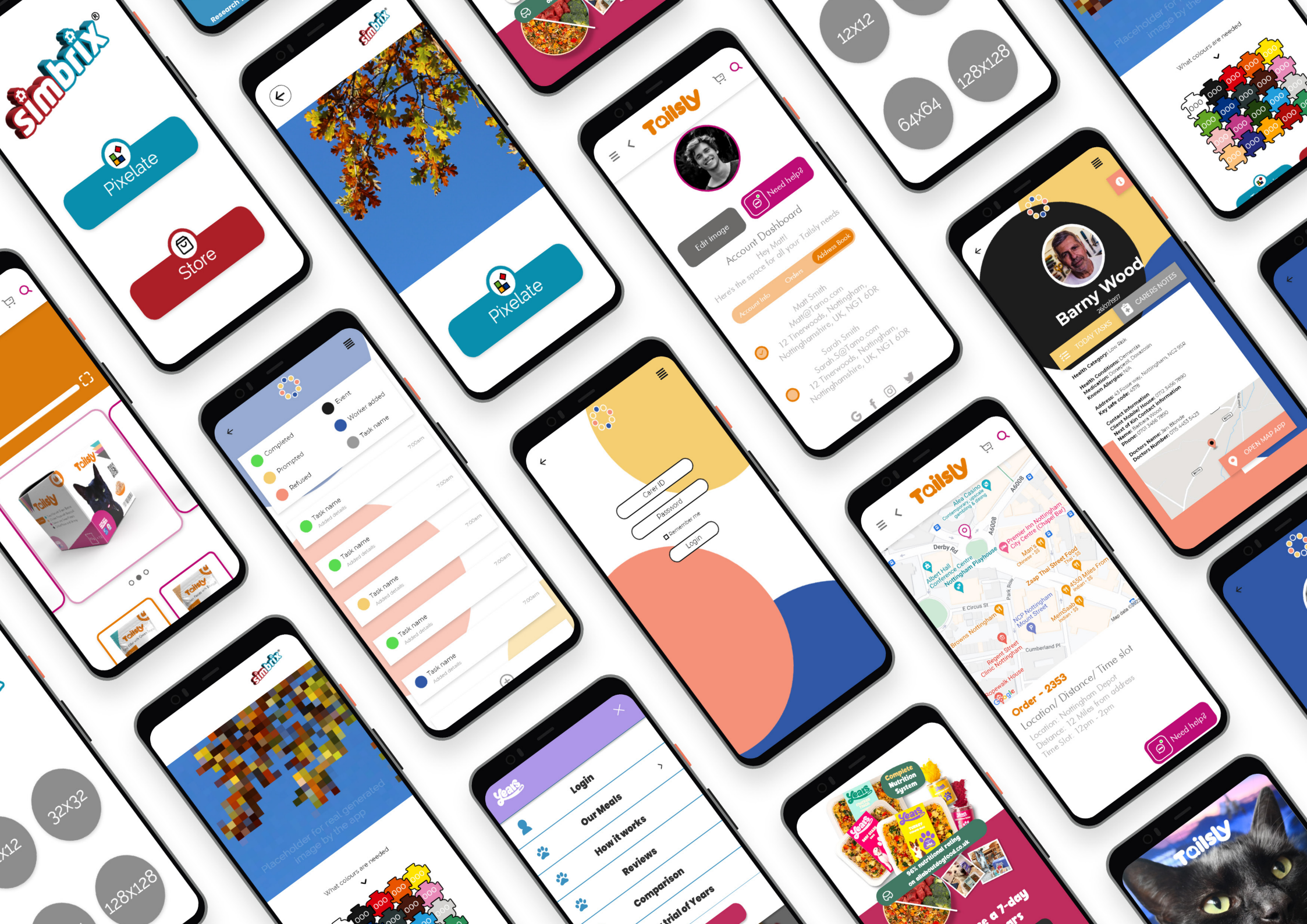
Mobile App Design

KeyWise

The goal of this project, KeyWise, is to design a user-friendly Android application that securely stores and manages passwords for users. As my first project, I'm collaborating with a developer to get the app into the Google Store, providing me with valuable insight into the development process.

KeyWise will prioritise ease of use, security, intuitive design to enhance user experience. The app will feature an intuitive interface, ensuring users can easily navigate and manage their passwords. Security is a top priority, with robust encryption and secure password storage. The application will also generate strong, unique passwords for different accounts, making password management a hassle-free experience.

www.jarridlawson.com/wp-content/uploads/2024/06/KeyWise-UX-UI-Project-compressed.pdf


simbrix
Pixelate
Store
Pixelate
Tailsly
Need help?
Edit image
Account Dashboard
Hey Matt!
Here's the space for all your Tailsly needs
Address Book
Orders
Account Info
Matt Smith
Matt@Tamo.com
12 Tinerwoods, Nottingham,
Nottinghamshire, UK, NG1 6DR
Sarah Smith
Sarah.S@Tamo.com
12 Tinerwoods, Nottingham,
Nottinghamshire, UK, NG1 6DR
12X12
64X64
128X128
Barny Wood
CARERS NOTES
TODAY TASKS
OPEN MAP APP
Completed
Prompted
Refused
Event
Worker added
Task name
Carer ID
Password
Remember me
Login
Tailsly
Order - 2353
Location/ Distance/ Time slot
Location: Nottingham Depot
Distance: 12 Miles from address
Time Slot: 12pm - 2pm
Need help?
Placeholder for real generated image by the app
What colours are needed
Login
Our Meals
How it works
Reviews
Comparison
Trial of Years
Complete Nutrition System
96% nutritional rating on allaboutdogfood.co.uk
32X32
128X128