

# UX/UI Portfolio

Jarrid Lawson



# About me

As an UX/UI Designer, I gained valuable insights at Simbrix and continue to refine my skills through course and project 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.

## Achievements

### - 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.

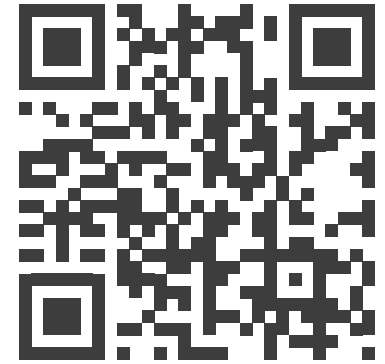
### - Redesigned Packaging for Better User Experience at Simbrix

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/](https://www.linkedin.com/in/jarridlawson/)



Digital Designer | Part-Time Freelancer | June 2019 - April 2025



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](http://www.jarridlawson.com) | [www.behance.net/JarridLawson](http://www.behance.net/JarridLawson) |

# Education

Skills and Related Learning



Inspire | User Experience and User Interface Level 3 Certificate



City & Guilds | Digital Marketing Level 3 Advanced Diploma Apprenticeship



Nottingham College | Edexcel BTEC Level 3, Art and Design QCF



Nottingham College | BTEC Level 2, Creative Media Production QCF





# Project List

## Websites & Mobile Apps

These projects were created utilising either Adobe XD/ Figma or other software. Additionally, each project includes QR codes that provide access to more of a 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 as well.

1. Simbrix - Card / Deck | Physical Product Development
2. Tailsly - Web + App UX/UI Project
3. Years.com - CRO Design Task
4. StreamSync.Pro - (Live) Collaborative Video Platform
5. Streamlined - Task Management App - UX/ UI Design Project

Print | Physical Product 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.



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無料アップデートの登録 競技会ニュース

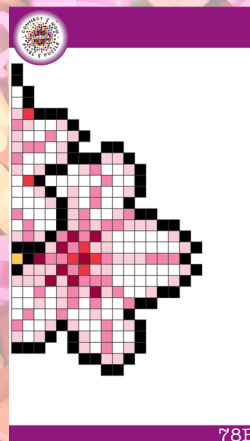
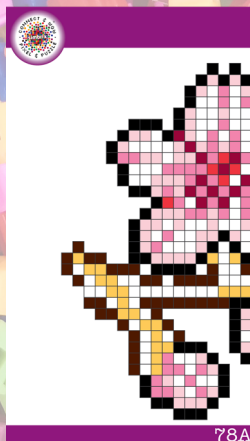
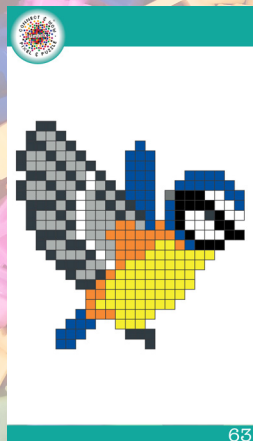
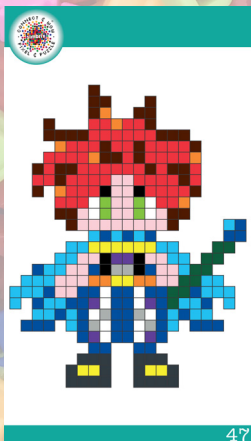
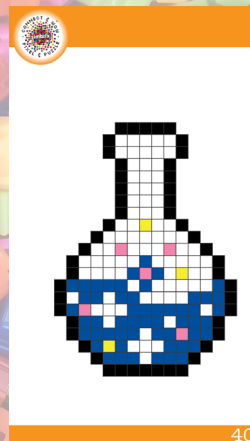
Regístrate para actualizaciones gratuitas, concursos y noticias

Registrali per aggiornamenti gratuiti, competizioni e notizie

[www.simbrix.com/register](http://www.simbrix.com/register)

1 2 3 4

WWW



Web | Application | UX / UI Design

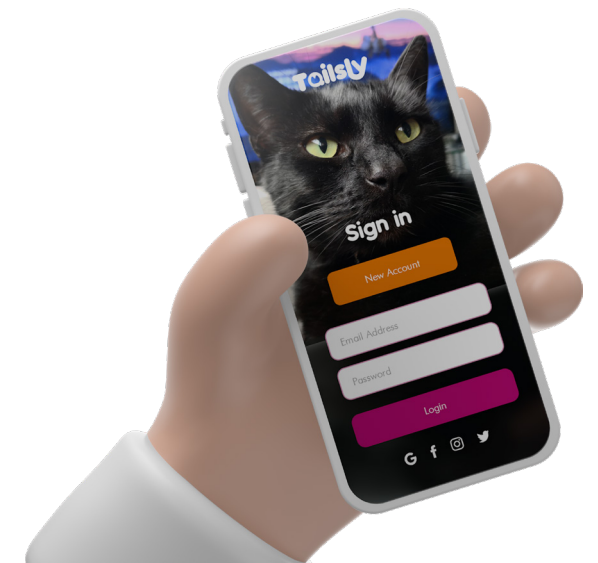


# Web + App Project

## Tailsly

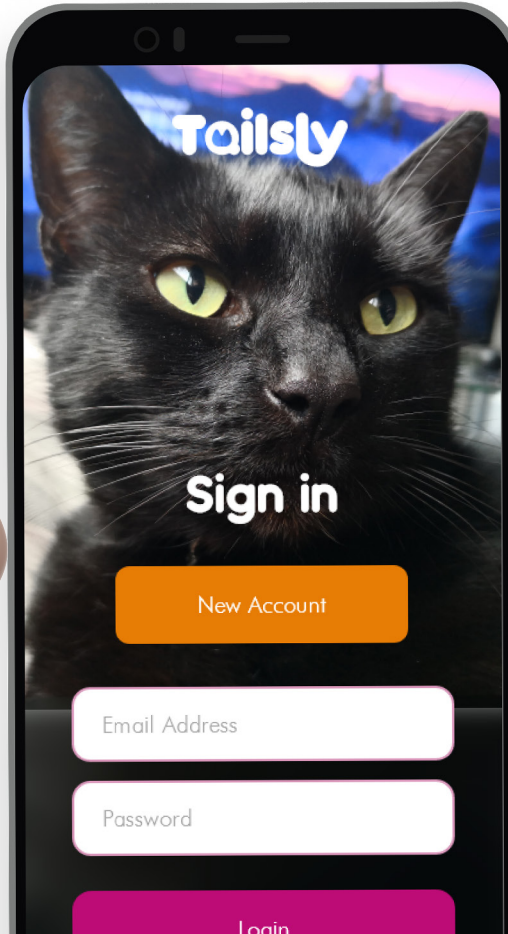
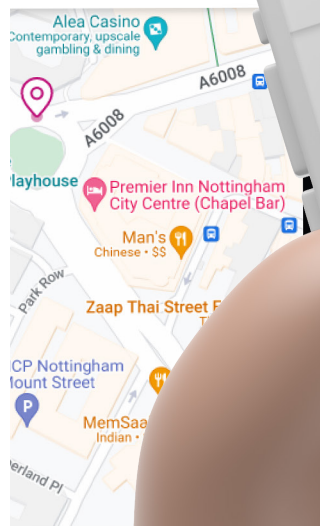
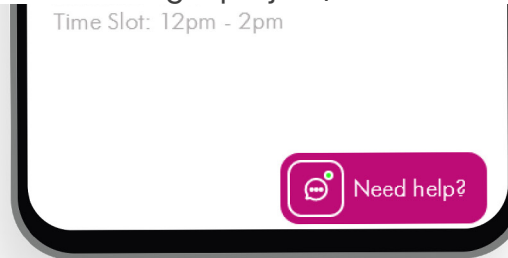
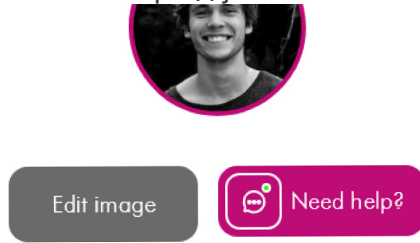
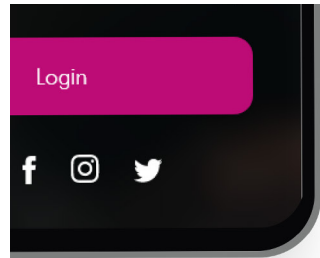
Every aspect of this brief was made by myself as a Mock Brief to showcase all that I have learnt in the UI/UX space and my design abilities.

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.





<https://jarridlawson.com/tailsly-ux-ui-design-project/>



UX / UI Design | CRO Design



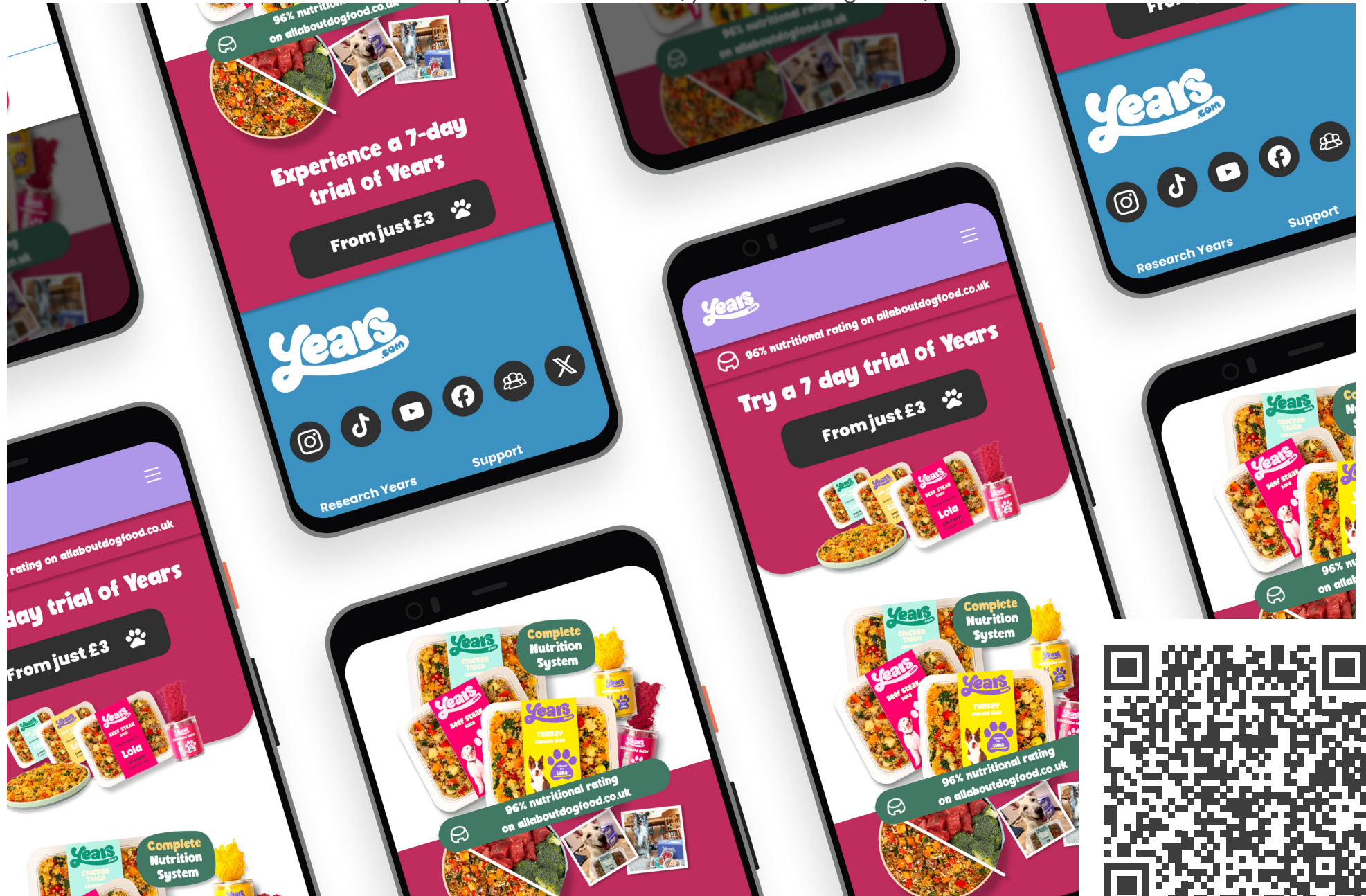
# CRO Design Task

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 to my learning.







BETA | UX / UI Design | Web | PHP | CSS



# Multi-Video Platform

## StreamSync.Pro

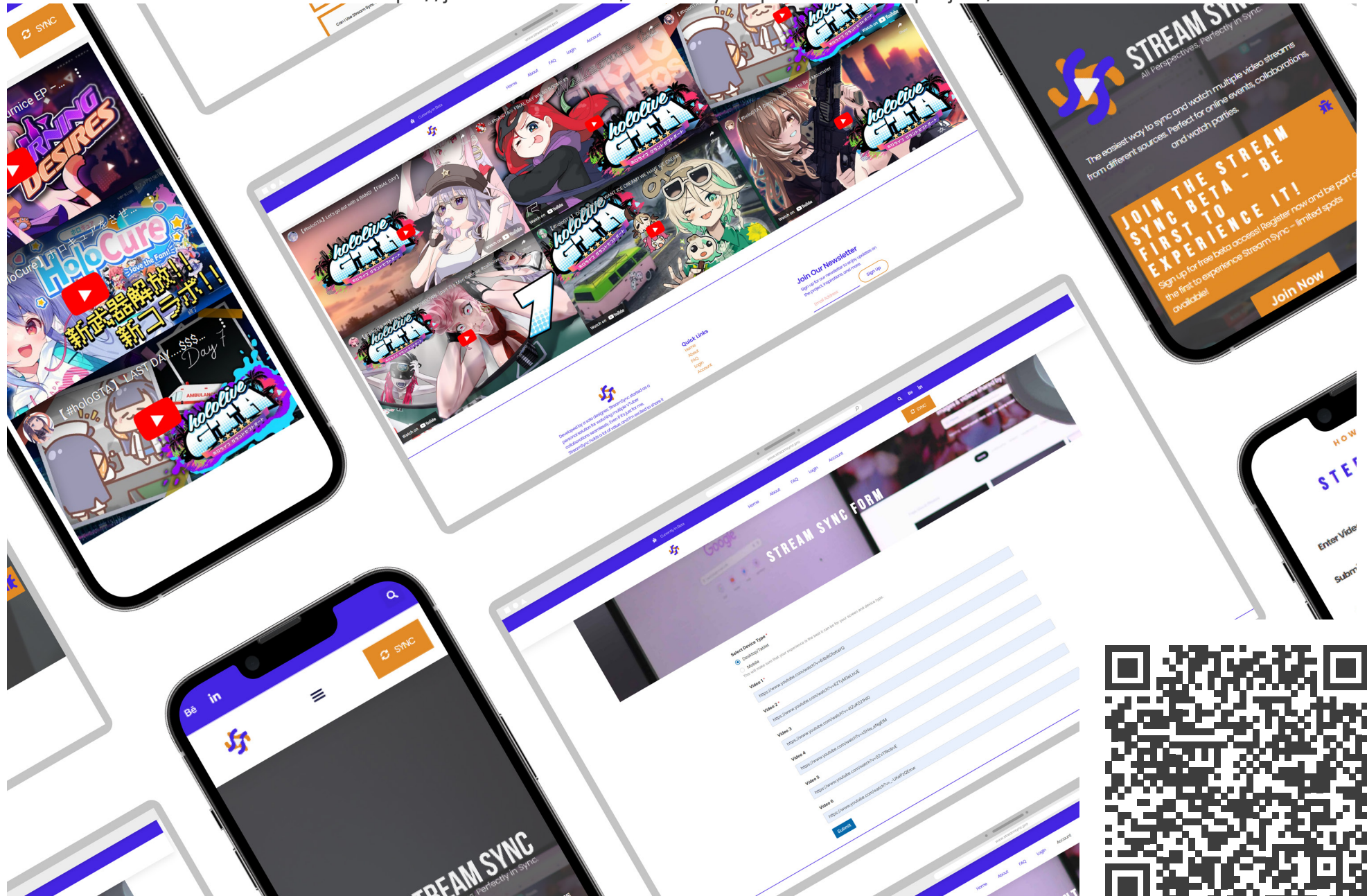
StreamSync.Pro is a live beta project I designed and developed to enable seamless multi-video streaming through a single URL. It features customisable layouts, synchronised playback, and a responsive interface for use across devices, enhancing collaborative and personal viewing experiences.

Currently in beta with active users, I gather regular feedback to refine the platform's UX and UI for future development. This feedback loop allows me to make data-driven design improvements, ensuring the platform evolves based on real-world use.

This project highlights my ability to create user-friendly, innovative solutions while continuously improving through user insights and evolving my technical skills.



<https://jarridlawson.com/streamsinc-pro-live-ux-ui-project/>



[www.streamsync.pro](http://www.streamsync.pro)

UX / UI Design | Mobile App | Prototype



# Task Management

## Streamlined

Streamlined is a task management companion app designed to enhance productivity, organisation, and collaboration—without unnecessary complexity.

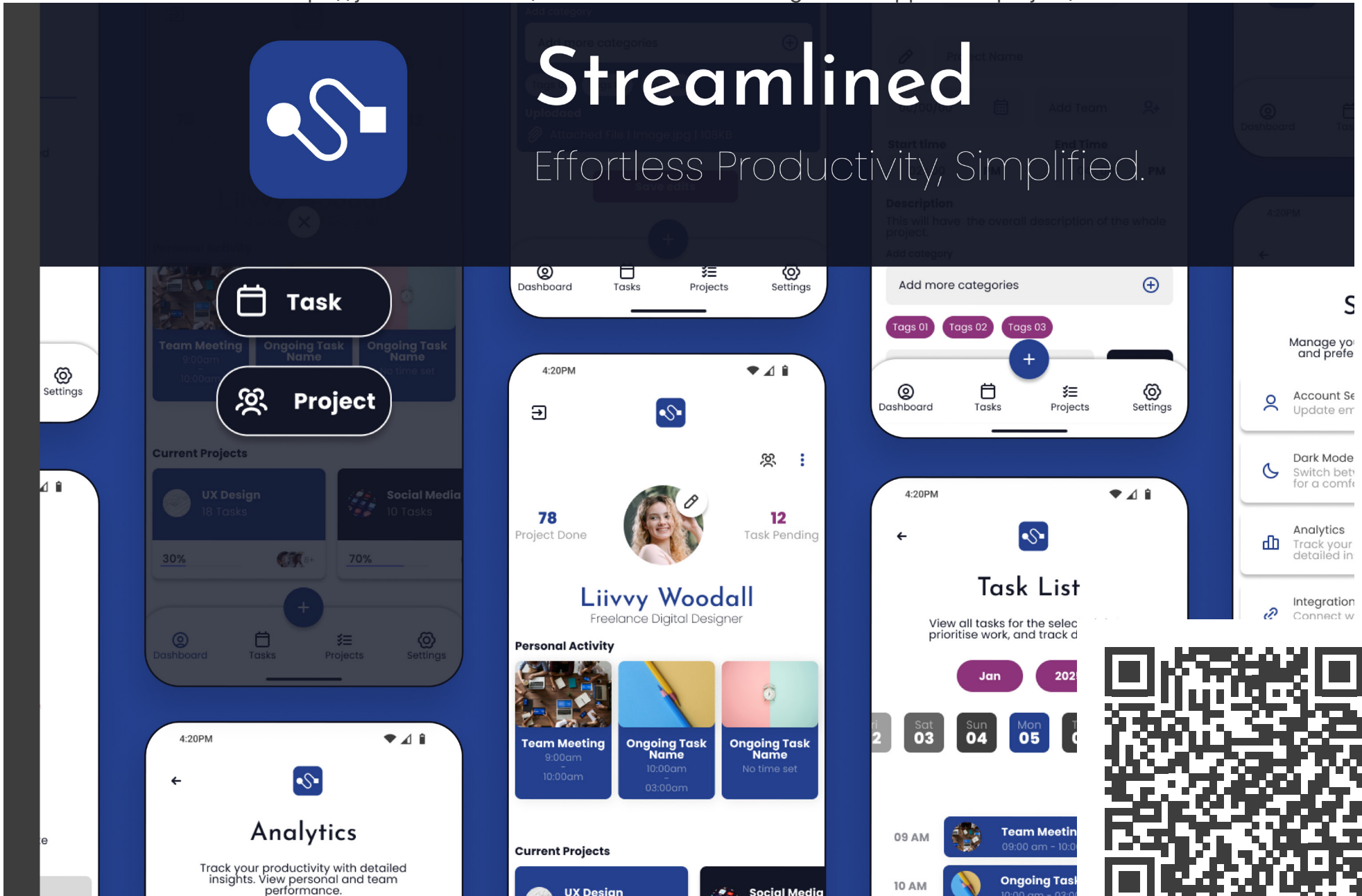
Following a user-centred approach, I conducted user research, defined personas, mapped user flows, and refined features through Affinity Mapping, Card Sorting, and Crazy 8s.

I am currently in the Low-Fidelity Wireframing stage, refining the core layout and functionality before moving into high-fidelity prototyping.



# Streamlined

Effortless Productivity, Simplified.







Simbrix

Pixelate

Store

Pixelate

Tailisy

Account Dashboard

Hey Matt

Here's the space for all your Tailisy needs

Account Info

Orders

Address Book

Need help?

12X12

64X64

128X128

Tailisy

Barry Wood

28/07/1957

CAREPS NOTES

TODAY TASKS

Health Category: Low Risk

Health Conditions: Diabetes

Medication: 200mg 2x200m Dexameth

Known Allergies: N/A

Address: 43 Boscawen Way, Nottingham NG2 9SA

Key safe code: 4376

Contact Information

Client Mobile Number: 0773 24567890

Next of Kin Contact Information

Name: Sarah 44000

Phone: 0773 24567890

Doctors Name: Jim Skelton

Doctors Number: 075 445 5423

Tailisy

Care ID

Password

Remember me

Login

Tailisy

Map view showing location in Nottingham

Order - 2353

Location/Distance/Time slot

Location: Nottingham Depot

Distance: 12 Miles from address

Time Slot: 12pm - 2pm

Need help?

Years

Login

Our Meals

How it works

Reviews

Comparison

Trial of Years

Years

Complete Nutrition System

96% nutritional rating on allaboutsofgood.co.uk

7-day trial

Tailisy

32X32

128X128