

# 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

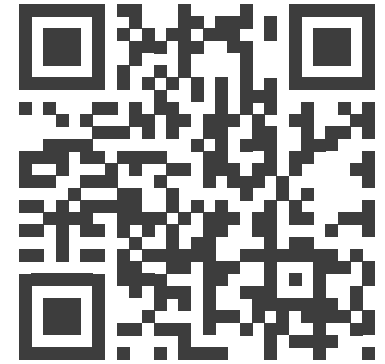
Addressed disorganisation in inspiration sheets by introducing a colour-coded system for pixel art design cards, informed by user feedback and product surveys. Implemented heuristic evaluation to ensure intuitive use, significantly clarifying product compatibility and increasing user satisfaction.

### - 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**

## UX / UI (Digital & Physical)

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

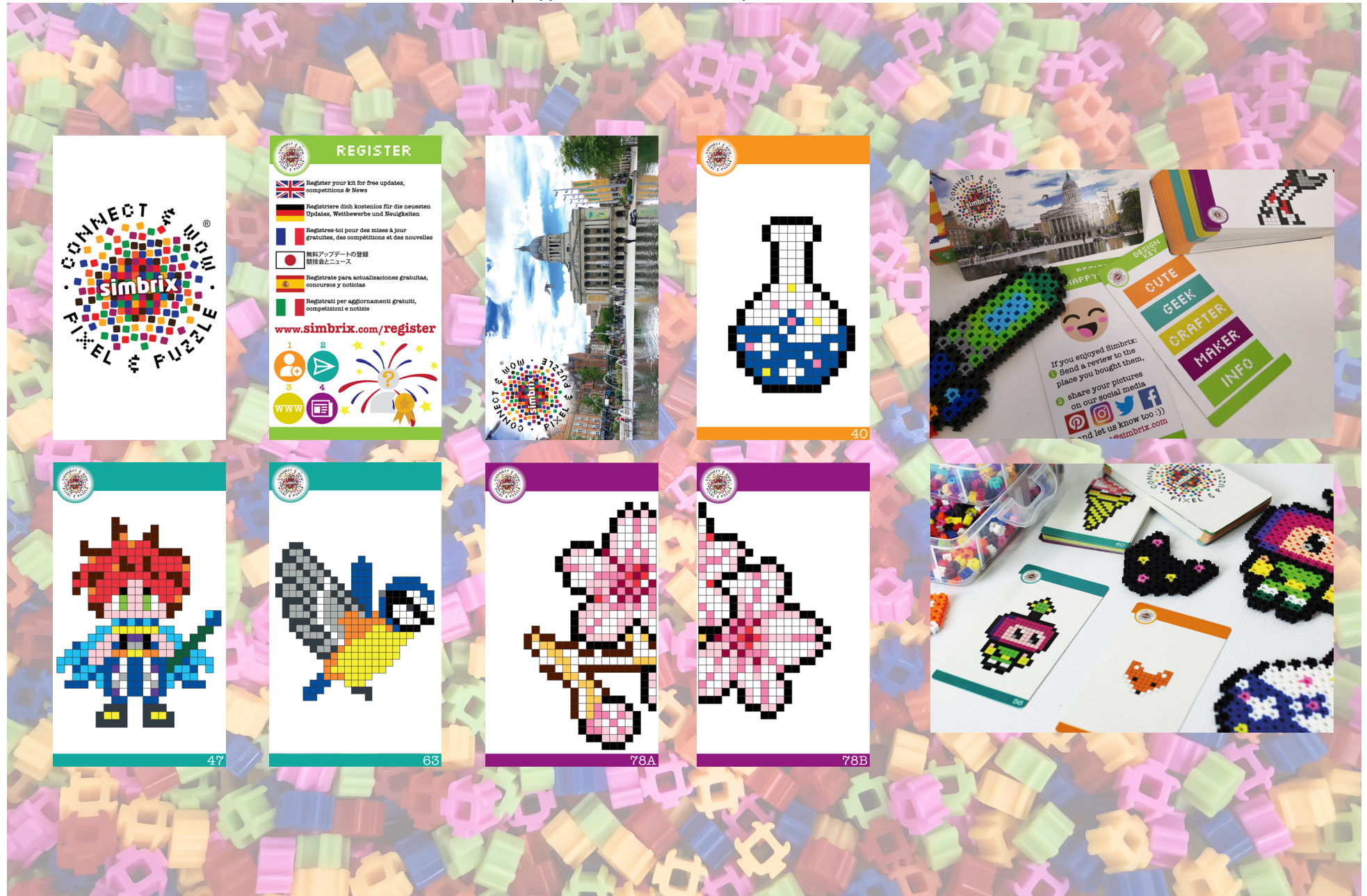


# Design Cards/ Deck

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.



Web | Application | UX / UI Design



# Web + App Project

## Tailsly

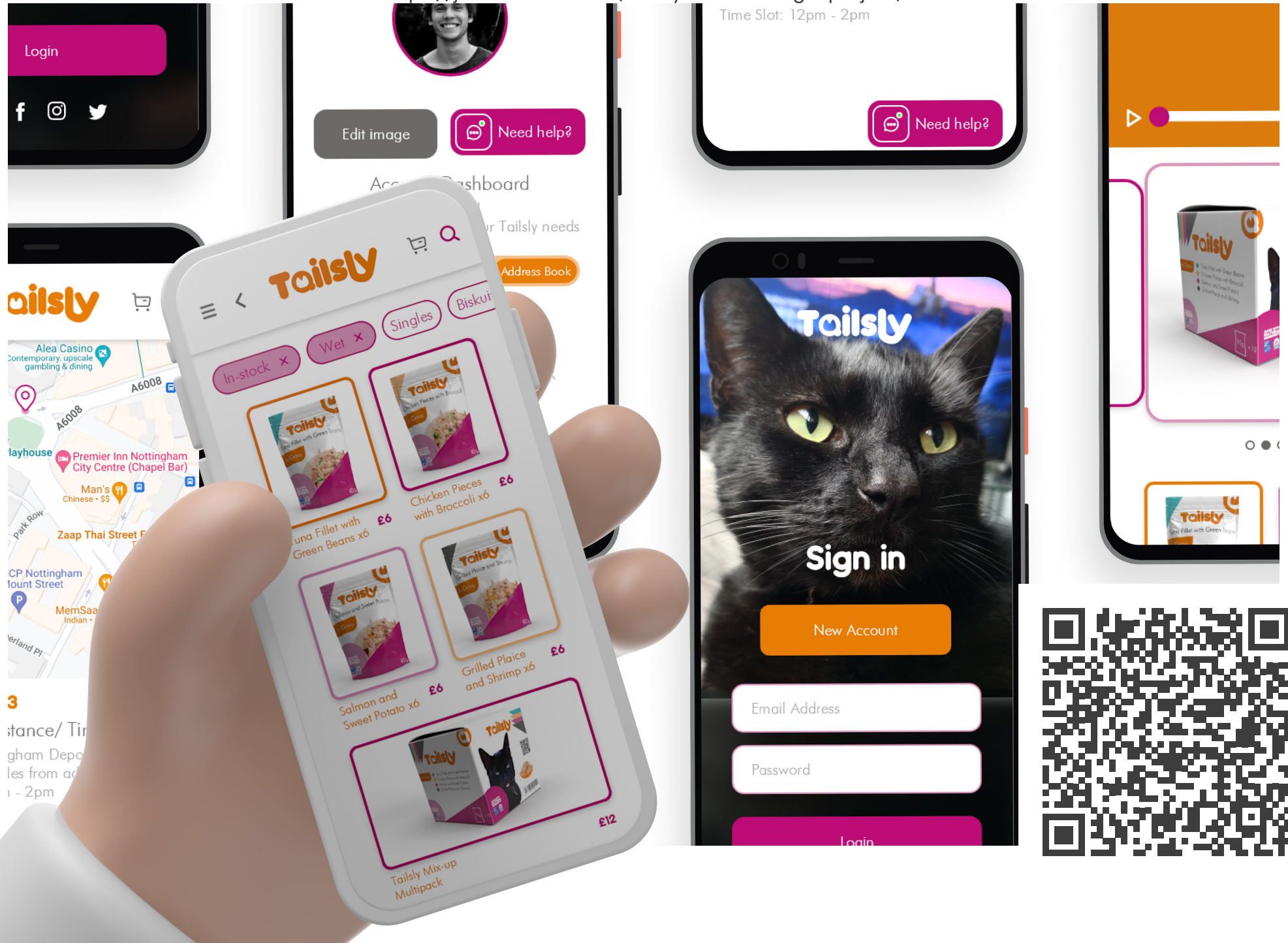
Every aspect of this brief was made by myself as a Mock Brief to showcase all that I have learnt in the UI/UX space and my design abilities.

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



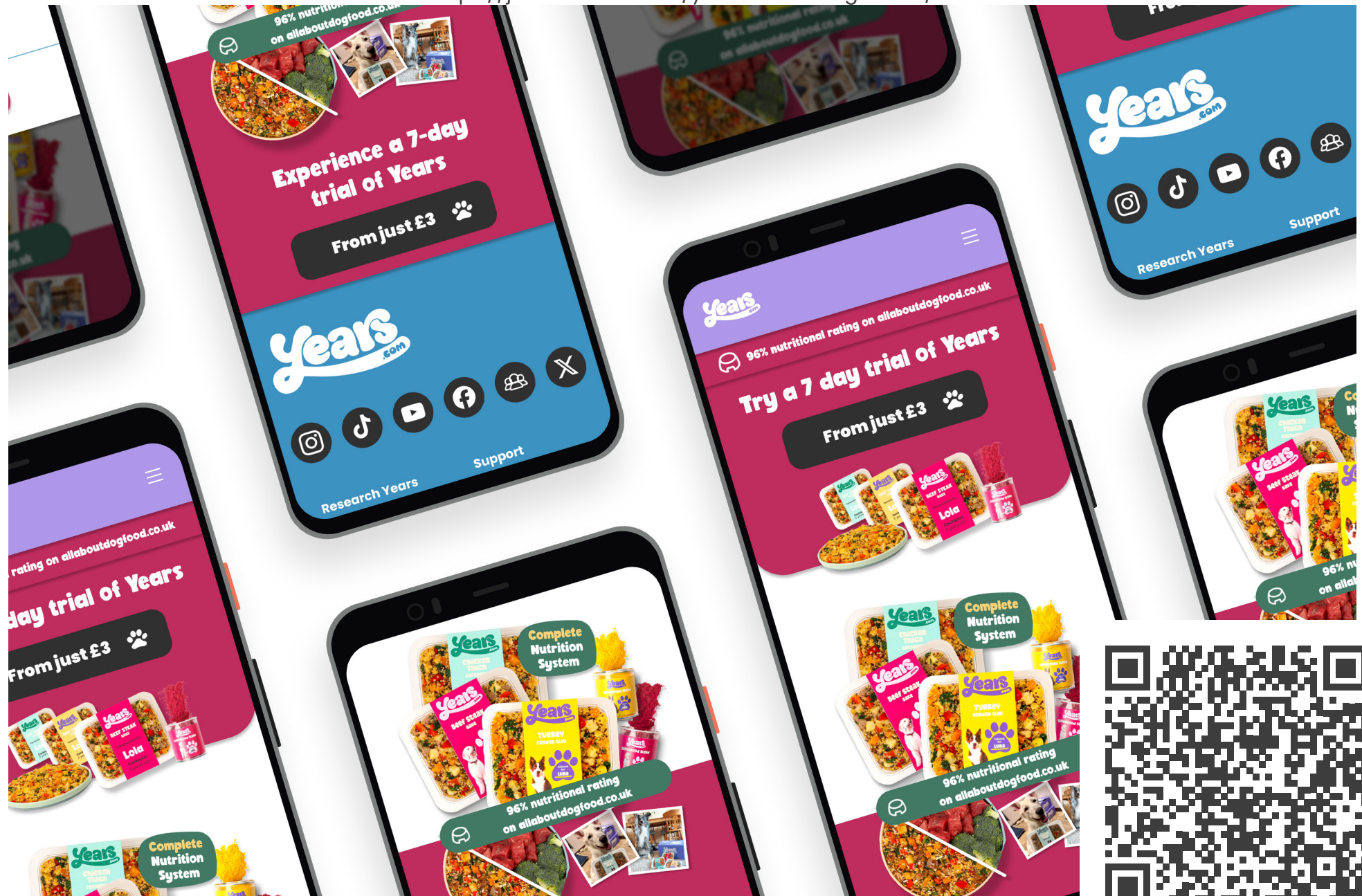
# CRO Design Task

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



# Muti-Video Platform

## StreamSync.Pro

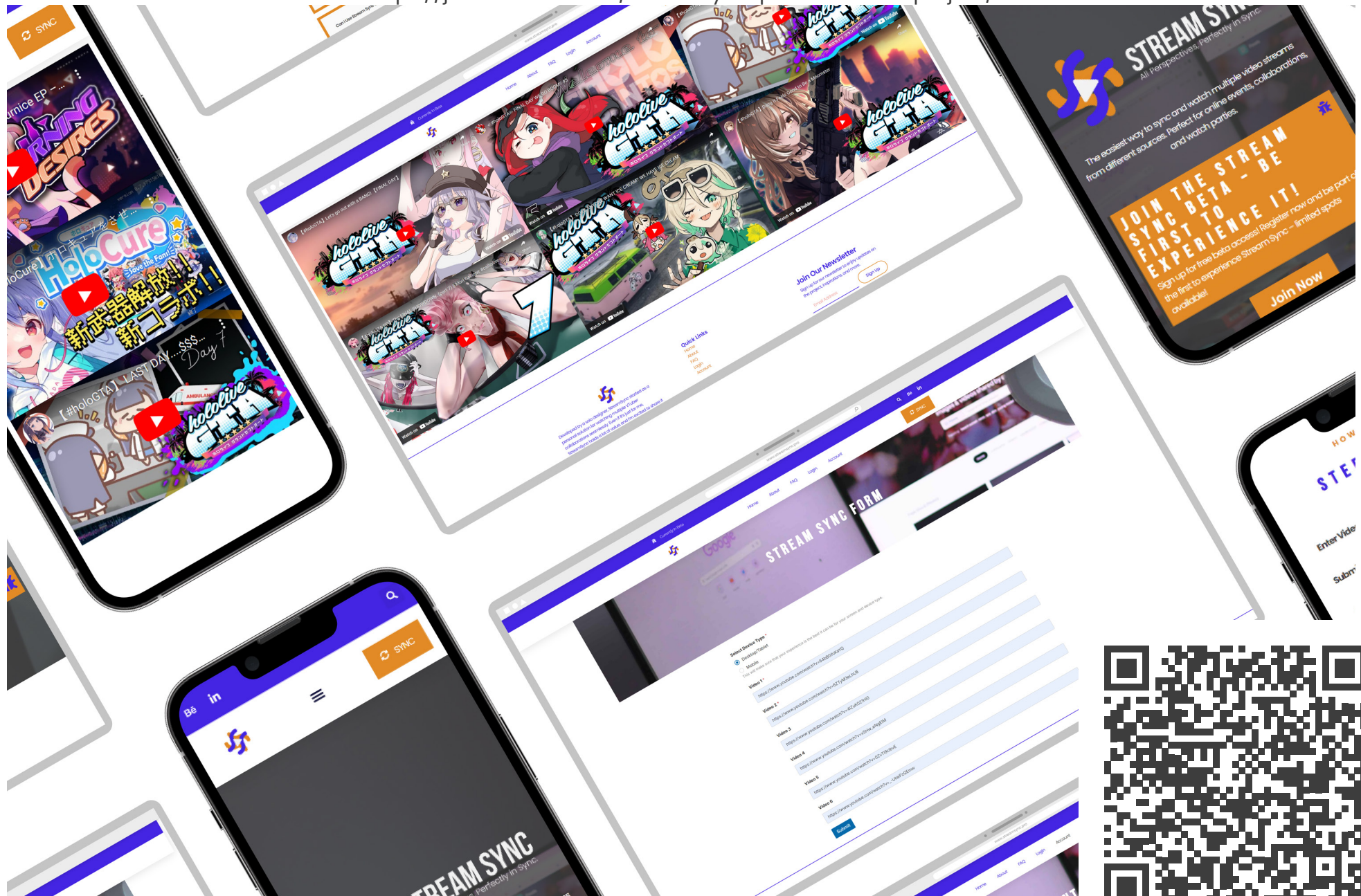
StreamSync.Pro is a live beta project I designed and developed to enable seamless multi-video streaming through a single URL. It features customisable layouts, synchronised playback, and a responsive interface for use across devices, enhancing collaborative and personal viewing experiences.

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/streamsnc-pro-live-ux-ui-project/>



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

UX / UI Design | Mobile App | Prototype

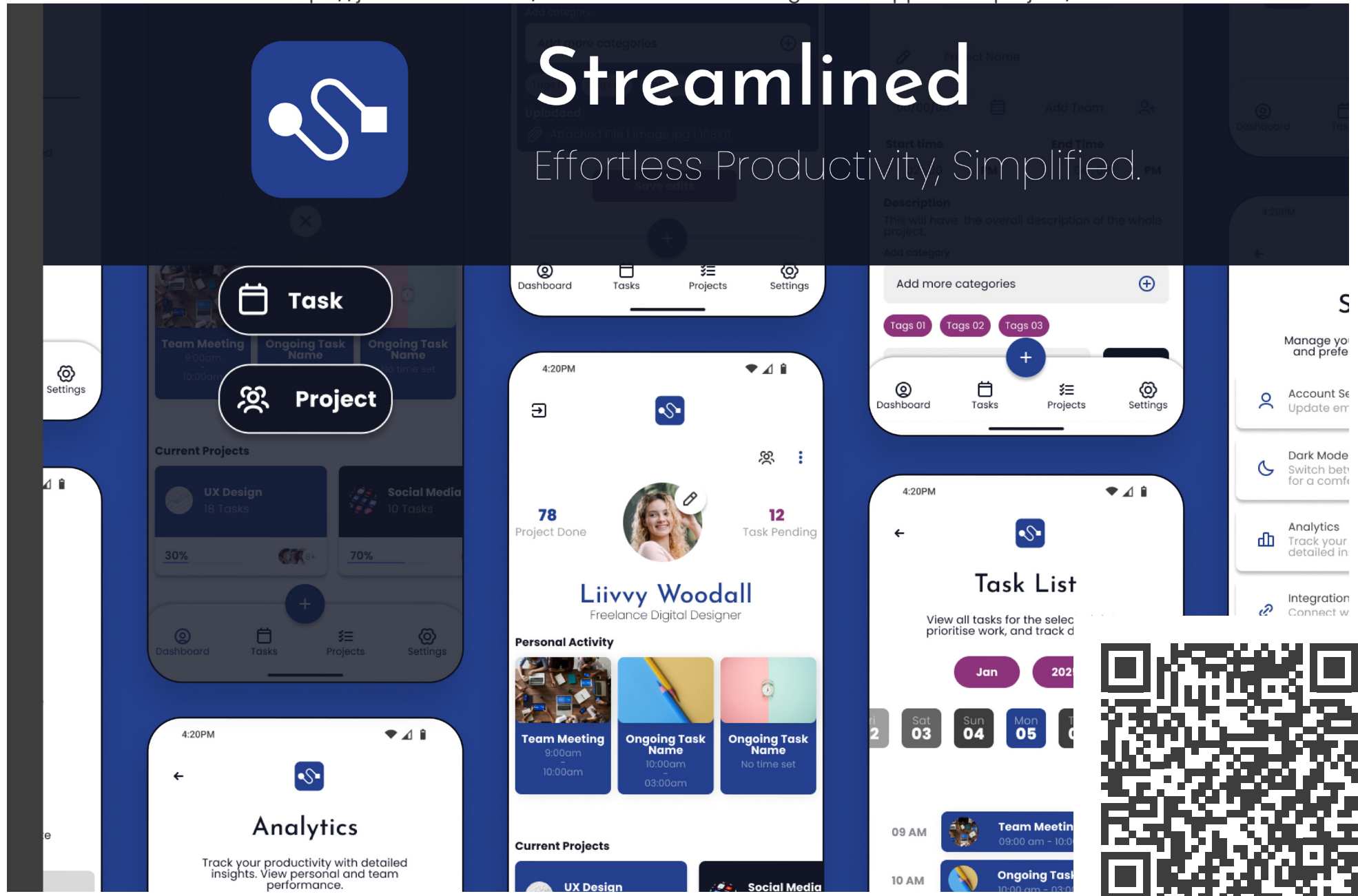


# Task Management

## Streamlined

Streamlined is a collaborative productivity app designed for both web and mobile platforms, focused on making group coordination smoother and more intuitive. This project was completed during my User Experience User Interface (UX/UI) Level 3 Certificate.

I led the full design process from discovery to high-fidelity outcomes. This included conducting user research, creating personas, mapping user flows, and exploring ideas through Affinity Mapping, Card Sorting, and Crazy 8s. The final solution featured responsive high-fidelity wireframes, with all UX goals and UI decisions driven by a user-centred approach.



## Testimonials



# Josh Owen

## Android Engineer

I've known Jarrid since school, and it's been amazing to see his journey evolve into such a thoughtful and talented designer. I've leaned on him for UI support on my Android projects more times than I can count. Whether it was late-night design tweaks or brainstorming UX solutions, he always brings fresh ideas and a strong user-first mindset.

What really stands out is his patience and adaptability. He's constantly learning, always open to feedback, and brings dedication and heart to every project.



# Liam Woodings

## Content Creator – LW Official UK

Jarrid's logo and video work gave my channel a more professional look. He's fast, creative, and great to work with, the results boosted my engagement.

## Testimonials



# Assim Ishaque

Founder – Simbrix, Envirup, Entreust

I've worked with Jarrod for over eight years across three of my brands. His range is impressive, from product packaging and UX-focused design to email marketing, exhibitions, and full websites. Jarrod brings a mix of creativity, diligence, and technical skill to everything he does, always working collaboratively.

We've built a strong working relationship over time, and I look forward to continuing our work together.



# Stuart Radford

Wedding Coordinator

Jarrod designed my invites quickly and professionally, offering multiple mockups and high-quality results. Highly recommend.



