fionapatuck.

Information.

Location
Remote (EU & UK)

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Email
info@designbyfi.com

Portfolio website
www.designbyfi.com

LinkedIn
LinkIn Profile

Software.

- Figma
- Figjam
- Sketch
- Adobe XD
- Miro
- InVision

Education.

BA Graphic Design (2:1)
Falmouth Uni: 2006-09

Art Foundation (Merit)
Somerset College of Art and
Technology: 2008-09

4 A-Levels (A-C)
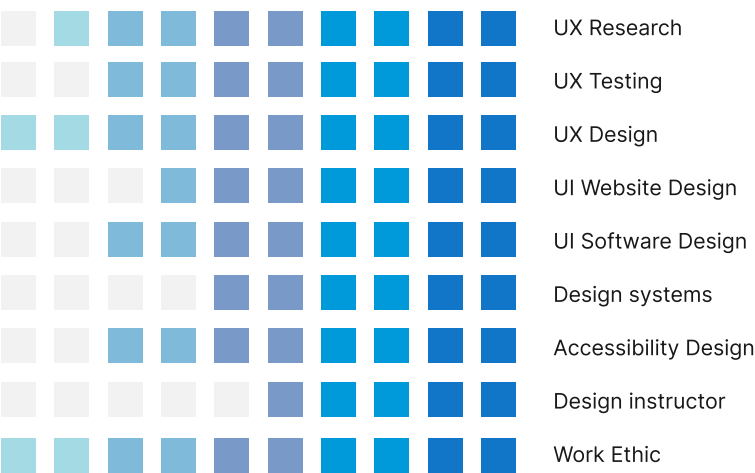Richard Huish College

10 GCSE'S (A*-C)
Holyrood Community School

Languages
English: Native
French: Level A2

UX & UI Designer.

UX Research
UX Testing
UX Design
UI Website Design
UI Software Design
Design systems
Accessibility Design
Design instructor
Work Ethic

16 Years Experience.

2025: UX Research & UX Design - Birkbeck University, London *(Education)*
I optimised key user journeys for recruitment, student lifestyle, and international content, leading user research, testing, and CMS-friendly design updates.

2024: UX & UI Design - Novo Nordisk *(Pharmaceutical)*
Consulting on complex end-to-end user journeys for a global pharmaceutical supply chain, streamlining integration into a single software platform to enhance UX and UI design.

2024: UX Research & UX Design - Hooey Studio *(E-commerce)*
Consulting on multiple e-commerce websites, providing expert guidance to ensure best practices in UX and design

2024: UX & UI Design Instructor - Experience Haus *(Instructing)*
Teaching a 10-week online course covering UX Research, UX Design, and an introduction to UI Design.

2023: UX Research & UX Design - Wreel Agency *(E-commerce)*
I redesigned the information architecture for a luxury audio specialist website, conducting user research, refining user flows, and creating wireframes for desktop and mobile.

2022-23: UX & UI Design - Cripps & Co *(Event management software)*
I optimised complex end-to-end user journeys for a large venue and event management platform, redesigning flows and wire framing improvements. I also created a global design system to ensure consistency in UI components.

2021-22: UX Research - National Education Union *(Education)*
I designed the information architecture for the NEU website, conducting UX research to map user journeys, identify pain points, and uncover opportunities for improvement.

2020: UX Research & UX Design - University of Bristol *(Education)*
I designed the information architecture for a large staff intranet, conducting user research and testing to inform decisions. I translated insights into wireframes and prototypes, refining them through iterative user feedback.

The above case studies showcase recent work from my 16+ years experience. To see more work view my **portfolio website**