



Scott Riddoch

UX & Product Designer

✉ info@scottriddoch.co.uk

🌐 scottriddoch.co.uk

📞 07876 214 121

ABOUT ME

I am a UI/UX & Product Designer with experience in front-end development. My goal is to emphasise with the user and create meaningful products that improve online experiences.

EDUCATION & QUALIFICATIONS

2014

Web Page UX Design

Nielsen Norman Group

2014

Interaction Design with Bruce Tognazzini

Nielsen Norman Group

2006 - 2009

B.A. Honours in Graphic Design

Maidstone University for the Creative Arts

2004 - 2006

National Diploma in Graphic Design

Barnfield College

SKILLS

UX Design, Product Design, User Research, Information Architecture, Journey Mapping, Wireframing, Prototyping, User Interviews, Card Sorting, Tree Testing, Research Analysis, Graphic Design, HTML5, CSS, Javascript, Agile Methodology, SCRUM.

TOOLS

Sketch, Figma, Adobe XD, Invision, Photoshop, Illustrator, InDesign.

WORK EXAMPLES

🔗 [RED LETTER DAYS - Attractions & Tours booking platform](#)

🔗 [BUYAGIFT - Hotel booking platform](#)

EXPERIENCE

2021 - Present

UX Design Lead

Epileum Solutions

I lead the UX optimisation for a variety of websites, ranging from small local businesses to global brands. I'm responsible for conducting and analysing the user discovery phase and carrying that over to wireframing, visual design, and prototyping.

2019 - 2021

Product Designer

Buyagift & Red Letter Days

Worked in an agile environment as part of the product team, participating in product discoveries and design sprints. Responsible for conducting and analysing user discovery, creating wireframes, visual design, and prototyping. I was the lead designer for the launch of three successful booking platforms and their follow-up optimisation.

2017 - 2019

UX Design Lead

Buyagift & Red Letter Days

Working with design, ecommerce and marketing teams on designs and implementation of new website features. I was responsible for the delivery of wireframes, prototypes, and visual designs that would use website trends and implement changes based on the site performance to maximize conversion. I would also assist with day-to-day website creative updates, campaigns, and landing pages.

2014 - 2017

UI/UX Designer

Bourne Leisure

Worked as part of a diverse team for the UK's leading staycation providers, creating websites, website features, landing pages, apps, and other digital assets.

2011 - 2014

Digital Designer & Front-End Developer

Source Group Europe

Managed all aspects of digital design for a fashion brand and a water bottle company. Introduced email marketing and managed design and development throughout.