

# Lucelia Foote

## UI/UX, and Editorial Designer

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### Professional Profile

I am a highly motivated freelancer working as a UI, UX, and editorial designer. I have been working as a freelancer in UI and editorial work for just under 6 years, with 3 years spent on UX design.

As a freelancer I work directly with clients where I build strong relationships and have experience asking the right questions to solve their problems.

I am looking to transition my career into a full-time UI/UX designer.

### Skills

- Adobe Creative Suite
- InVision Studio / XD
- HTML / CSS
- Wireframing
- Prototyping
- Userflows
- Copywriting
- Quick Learner
- Russian – Elementary

### Work Experience

#### Printank

Jan 2020 – present

#### UI, UX, and Wayfinding Designer (Freelance)

Redesigning Printank's customer focused website at wecanprint.co.uk. I took the website, which lacked clear branding, and transformed it into a consistent design that would create trust with new customers. In addition, I am also designing the signage for their main headquarters as customers have a hard time finding it.

- Redesigned UX of purchasing system
- Rebranded website
- Created consistency in the UI design
- Increasing and retaining customers

#### A Higher Frequency

Jun 2019 – present

#### Editorial Designer (Freelance)

Designing the Hirophany and Illumine journals for print production. The journal began as 'Hirophany', a journal looking at cultural art and history. It was later redesigned into 'Illumine', which focuses more on the light and dark in cultural art and history.

#### Jared Boechler

Mar 2019 – Jan 2020

#### Website Developer (Freelance)

Jared requested a redesign of his Squarespace website based on his chosen design. After the initial drawing provided by the client, I created the website in Squarespace.

- Increased visitors by 50%
- Problem solving
- Working with Squarespace
- HTML and CSS

**InterAd**  
**Website Developer (Freelance)**

**Apr 2018 – Oct 2019**

Developing and integrating a new website home page design for InterAd in Korea. The design helped InterAd appear more friendly, approachable, and attract a western market. They went on to achieve clients in the UK and Ireland as a result. This project involved both UI design and fully coding the web page with HTML and CSS.

- Re-designing website UI
- HTML and CSS
- Achieved clients in the UK and Ireland
- Attracted western employees

**Fitness Fashion Magazine**  
**Editorial Designer (Freelance)**

**Jul 2018 – Oct 2018**

Designing the magazine for Fitness Fashion. A semi-minimalistic style magazine designed to show how fitness can be fashionable. The design was taken from flatplan to production.

- Flatplanning
- Layout design
- Copywriting

**Logical Networks**  
**UI, UX, and Branding Designer (Freelance)**

**May 2017 – Sep 2017**

Designing the UI and UX for the website, Build Plus +, to act as an online construction marketplace. A place where contractors would be able to bid, in reverse, on jobs.

- Wireframing
- Problem solving
- Full UX design
- Full UI design
- Copywriting

**European Jewellery Company**  
**UI and UX Designer (Freelance)**

**Oct 2016 – May 2017**

Designing the full UI and UX for a jewellery website. This included a unique shopping experience and interaction with other users.

- Wireframing
- Problem solving
- Full UX design
- Full UI design
- Icon design

**Doubt Magazine**  
**Editorial Designer (Freelance)**

**Dec 2014 – May 2015**

Designing the beautiful minimalist magazine, Doubt. After I left Middlesex, I was contacted by a previous student from a different faculty that saw my work. I took the opportunity to design the magazine, which set me off in the world of editorial work.

- Flatplanning
- Layout design
- Copywriting

## Education

**Middlesex University** 2011 – 2014  
Middlesex, London  
BA (Hons) Graphic Design – 2.1

**Uxbridge College** 2010 – 2011  
Uxbridge, London  
Foundation Diploma in Art & Design – Distinction

**Uxbridge College** 2009 – 2010  
Uxbridge, London  
First Diploma in Art & Design – Distinction

**ADC College** 2009  
Harrow, London  
City and Guilds Level 2 English and Maths – Pass

## Additional Courses

**LinkedIn Courses** Feb 2020  
Personas, UX foundations, and design systems

**General Assembly** Jan 2020  
Aldgate, London  
UX Workshop

**Central Saint Martins** Jan 2011 – Mar 2011  
Holborn, London  
Writing Workshop