JOVAN CAMPBELL

UX / Product Designer | Human-Centred Design | Digital Products
Swinton, Manchester | uxdesigner23@outlook.com | LinkedIn | Portfolio
Right to Work: ILR

PROFESSIONAL PROFILE

UX / Product Designer transitioning from a 10+ year career in Design Technology and IT education, bringing extensive experience understanding user needs, solving complex problems and designing practical solutions within real-world constraints. Combines a strong design and technology foundation with formal UX training and hands-on experience across user research, information architecture, user flows, wireframing, prototyping and usability testing. Experienced in designing for users with different abilities, technical confidence and accessibility requirements. Comfortable working through the full human-centred design process from problem definition and research through ideation, prototyping, testing and iteration. Confident presenting design rationale to technical and non-technical stakeholders and using feedback and evidence to improve solutions. Brings additional capability in HTML/CSS alongside Figma and Framer.

CORE CAPABILITIES

UX & Product Design: Human-centred design | Problem definition | User flows | Information architecture | Interaction design | Wireframing | Prototyping | UI design | Iteration | Accessibility

Research & Validation: User research | User interviews | Personas | User journeys | Usability testing | Task analysis | Qualitative insights | Data-informed iteration

Collaboration & Delivery: Stakeholder engagement | Design rationale | Workshops | Design reviews | Requirements translation | Cross-functional communication | Agile product development

Tools & Technology: Figma | FigJam | Framer | HTML/CSS | Lucidchart | Jira | Azure DevOps | Confluence | Microsoft Office | AI-assisted design tools

PROFESSIONAL EXPERIENCE

Everest Community Academy, Basingstoke, UK
Design Technology Teacher | Sept 2025 to Aug 2026
Selected UX, Product Design & Human-Centred Design Experience

- Research and discovery: observed staff workflows and gathered feedback to identify pain points within departmental resource and NEA processes, using real user behaviour to inform improvement opportunities.
- Problem definition: translated workflow issues into clearly defined user and operational problems, considering time pressure, accessibility and practical classroom constraints.
- Ideation: explored alternative approaches to departmental resource and coursework workflows, balancing user needs with organisational requirements and technical constraints.
- Prototyping and iteration: developed and refined improved workflows and digital resources in collaboration with staff, incorporating feedback through iterative design cycles.
- Accessibility: designed learning experiences and resources around users with different abilities, levels of technical confidence and support requirements.
- Stakeholder communication: presented design recommendations and rationale to senior leadership and colleagues, translating complex ideas into practical solutions.
- Evaluation: reviewed effectiveness using stakeholder feedback, completion data and observed user behaviour to inform further iterations.

William Edwards School, Grays, UK
Computer Science & Design Technology Teacher | Sept 2020 to Aug 2025
Selected UX, Interaction Design & User-Centred Experience

- Worked with users with different levels of technical ability, learning needs and accessibility requirements, adapting digital and physical experiences accordingly.
- Used classroom observation, feedback and direct interaction to identify where users experienced confusion, friction or difficulty completing tasks.
- Simplified complex technical information into structured instructions, visual resources and step by step experiences that users could understand and act upon.

- Ran structured design review cycles across multiple GCSE cohorts, evaluating solutions against defined requirements and guiding users through repeated improvement cycles.
- Designed standardised feedback booklets to give students clear, consistent, actionable feedback, replacing inconsistent verbal delivery with a structured, repeatable format.
- Built and maintained a content tracker giving a clear view of individual student progress, enabling more targeted, timely support.
- Created an after-school resource extending learning beyond the classroom, increasing student engagement and participation outside timetabled lessons.
- Evaluated how effectively users could understand, navigate and complete tasks, identifying friction points and adapting designs accordingly.
- Presented and explained design decisions to students, parents, colleagues, senior leadership and external moderators.
- Balanced user needs, accessibility, technical feasibility, assessment requirements and fixed delivery deadlines when developing solutions.

Hodges Aggregates and Powder Ltd, Black River, Jamaica
Contractor, Process Improvement Analyst | 2008 to 2010 (Full-time), 2010 to 2014 (Part-time)
Selected Human-Centred Problem-Solving Experience

- Observed production-line workflows and consulted directly with operators to understand how equipment issues affected real-world working practices.
- Identified a mechanical bottleneck through user input, operational observation and equipment performance analysis.
- Evaluated alternative solutions against operational requirements before implementing a machine adjustment.
- Reviewed the impact of the solution on production output and unplanned downtime.
- Documented the revised process and communicated changes to colleagues to support consistent adoption.

SELECTED UX / PRODUCT DESIGN PROJECTS

QSEN: SEND Pupil Support Information Service
UX / Product Designer | Self-directed concept project | Figma
DEFINE → STRUCTURE → FLOWS → SCREENS → VALIDATION PLAN

- Framed the design problem from first-hand classroom experience: helping staff find support information quickly, share what works in context, and keep it with a pupil when schools change.
- Defined information architecture and role-based navigation for teachers and SENCOs, and three core flows: find and apply support, share a strategy, and transfer a pupil between schools.
- Designed high-fidelity Figma concept screens for the teacher and SENCO flows, plus interface concepts for strategy sharing and transfer tracking.
- Built accessibility, privacy and human review into the design: status shown in words, role-aware access, and teacher review of AI-generated resources.
- Prepared a usability evaluation plan with task measures, to be run before any pilot. No testing has taken place yet.

RailSmart: Transport Navigation App
UX / Product Designer | Solo | Figma
PROBLEM → RESEARCH → USER FLOWS → WIREFRAMES → PROTOTYPE → ACCESSIBILITY → ITERATION

- Explored challenges passengers face when navigating unfamiliar rail stations and connecting platform, route and indoor navigation information.
- Used real-world research to identify accessibility and navigation challenges rather than relying solely on design assumptions.
- Designed and iterated flows across 12 core features, establishing information hierarchy before progressing to high-fidelity UI.
- Developed an accessibility-focused persona and designed a Wheelchair Zone Planner to address specific mobility-related navigation needs.
- Designed a connected experience covering live platform tracking, indoor station navigation and smart alerts.

- Used low and mid-fidelity wireframes to test structure and information hierarchy before investing in high-fidelity visual design.
- Developed a comprehensive high-fidelity Figma prototype demonstrating the end-to-end navigation experience.
- Documented and presented design decisions, showing how user needs and accessibility considerations influenced the final solution.

Radiant Solutions: Salesforce CRM Transformation
Business Analyst / UX Contributor | Applied Project | Visio + Lucidchart + Jira + Figma
DISCOVERY → REQUIREMENTS → PROCESS → WIREFRAMES → AGILE → UAT

- Analysed current-state customer onboarding and account management workflows to identify friction, manual touchpoints and opportunities for improvement.
- Conducted stakeholder interviews and translated business needs into structured requirements, user stories and acceptance criteria.
- Created As-Is and To-Be process models using BPMN in Visio and Lucidchart.
- Developed wireframes to explore how future-state requirements could translate into practical user interactions.
- Supported Agile planning and backlog refinement using Jira.
- Developed test plans and supported UAT to validate whether proposed functionality met defined requirements.

EDUCATION & PROFESSIONAL DEVELOPMENT

Google / Coursera: Google UX Design Professional Certificate

Avenue of Impact: Business Analyst Professional Certificate

University of Technology, Jamaica: B.Ed. Industrial Technology (Minor: Information Technology)