



# John Hughes

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## Summary

A highly skilled and accomplished Principal User Experience Designer with 20 years of experience in User Interface and User Experience design, e-commerce website functionality, prototyping of enterprise-level platforms, and creation of e-commerce storefronts.

Specialties:

User Experience Design | User Research and Usability Testing | Accessibility | Creation of User Interface specifications | Product style guides | Low and High-fidelity wireframes and prototypes | Balsamiq | Sketch | InVision | Figma | Photoshop | Responsive and Adaptive Web Design | Mobile-First design practices | E-commerce best practices.

## Experience



### Principal User Experience Designer

Oracle

Nov 2011 - Present (8 years 11 months +)

Principal User Experience Designer for Oracle's Commerce Cloud storefront framework.

Responsibilities:

Producing wireframes, low, and high fidelity UI designs using tools such as Balsamiq, Sketch, Invision, and Figma.

Translating concepts into user flows, wireframes, mockups, and prototypes that led to intuitive user experiences

Interactive prototyping of large scale enterprise-level software

Encouraging UX best practices across the teams and adherence to design style guides.

Liaising with teams across multiple timezones

Impact:

Led the design of the first iteration of Oracle's Commerce Cloud reference storefront, designing a fully responsive store with complex functionality to handle a multitude of customer needs for both B2C & B2B.

Successfully led the redesign of Oracle's newest Commerce Cloud framework, moving it to an adaptive design. Was the driving force behind a mobile-first design process, to ensure that the reference storefront would address the primary audience for e-commerce websites: mobile shoppers.

Recently completed an enormous enterprise-level project that demonstrated proven best practices for every area of an e-commerce storefront.

Created best-practice designs, based on Baymard Institute research, analyzed leading e-commerce sites, and conducted a research collaboration with the University of Michigan School of Information.



## **Web Designer / Web Developer**

PENTON PUBLICATIONS LIMITED

Oct 2009 - Nov 2011 (2 years 2 months)

Responsibilities:

Designing, building, and maintaining several magazine/brochure websites for the company's various publications such as [weddingjournalonline.com](http://weddingjournalonline.com), [thegongs.co.uk](http://thegongs.co.uk), and [pentongroup.com](http://pentongroup.com).

Along with developing their various websites, I was also responsible for all Email marketing campaigns.

Impact:

Moved any existing websites from outdated HTML methods to a responsive design approach. Several sites were replaced with WordPress versions that would then allow the editorial team to add and edit content directly. By encouraging the editorial team to produce daily articles or news item, it lead to more content being shared across social media. This in turn lead to a large increase in visitors to the various sites and also an increase in ticket sales to the company's various events.

I also created all video content for each of the company's award shows along with highlights reels for their wedding journal shows. These videos were created using a mixture of Adobe After Effects and Premiere.



## **Web Designer / Web Developer**

Aurion Learning

Jan 2006 - Oct 2009 (3 years 10 months)

Responsibilities:

The design and development of engaging and accessible eLearning platforms, all built to meet AAA W3C accessibility standards.

E-Learning platforms were designed and developed for clients such as HSE, PSNI, Queens University Belfast, University College Dublin, NI Civil Service, and Action for Children.



## **Graphic Designer / Web Developer**

Siemens

Oct 2004 - Jan 2006 (1 year 4 months)

Responsibilities:

The design and development of the main Siemens Business Services website.

Maintenance of the site included regular monthly updates, press releases, and was also responsible for designing and building email marketing campaigns for events such as NAB and IBC.

## **Web/Graphic Designer/Video Editor**

## BBC

Jun 1999 - Oct 2004 (5 years 5 months)

The BBC gave me my first taste of work in a busy and demanding design environment, working as part of their BBC Technology wing, it involved tight deadlines and high profile, clients. During my time there I produced promotional videos for such companies as Bombardier, Coca Cola, Nortel, Royal Mail, Northern Ireland Sports Council, and the GAA.

Was also responsible for the production of several monthly video streaming microsites for MIT Media Labs Europe, these sites combined HTML/CSS and digital video with embedded XML coding to create seamless streaming video presentations. At the time, these sites were the only ones of their kind in the UK and Europe.



## Design Trainee

Synergy Learning

Jun 1998 - Jun 1999 (1 year 1 month)

## Education



### Open College Network

Web Page, Digital/Multimedia and Information Resources Design

1998 - 1999

This was a 1-year course in Multimedia & Design taught through my employer at the time Synergy Learning.



### Belfast Metropolitan College

GNVQ Advanced Level 3, Design and Applied Arts

1995 - 1997



### Belfast Metropolitan College

GNVQ Advanced Level 3, Photography

1995 - 1997

## Licenses & Certifications



Black Belt Certification (BB) - KRAV Maga



Instructor - KRAV Maga



Senior Instructor - KRAV Maga