

# Andrew Wood

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## Professional Profile

Recent design graduate with a strong foundation in user-centred research methodologies. Skilled in conducting in-depth user interviews, usability testing, and data analysis to uncover actionable insights and I am seeking a UX design position to apply these fundamentals to create innovative and user-centric design solutions.

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## Education and Qualifications

### BA (Honours) Design and Innovation — Jan 2021 to June 2024

In response to shifting market demands during the COVID-19 pandemic, I transitioned from a career in contract recruitment to pursue a career in my passion for design. My BA Honours degree equipped me with a comprehensive understanding of user-centred design, innovation, and digital product development, all of which are crucial for the modern UX landscape.

#### Key Modules:

- Design Thinking - Engaged with human-centred approaches to complex problem-solving, exploring how empathy and iterative processes drive creativity. Applied critical thinking and collaborative methods such as ideation sessions, user personas, journey mapping, and wireframing to solve real-world design challenges.
- Design Essentials - Developed essential design skills including user research, need-finding, and design synthesis. Worked on hands-on projects that emphasised prototyping and sketching techniques, including effective communication of design ideas through visual storytelling and design documentation.
- Innovation: Designing for Change - Focused on innovation in product and service design using contemporary case studies. Learned to navigate the full design lifecycle—from problem identification to concept development, prototyping, and iterative user testing. Utilised agile methodologies and rapid prototyping techniques to enhance user experiences.

#### Additional Studies:

Completed UX design and research modules, web design and development (HTML, CSS, and JavaScript fundamentals), and product testing methodologies. These subjects further deepened my ability to create user-focused digital solutions emphasising accessibility and usability.

#### Academic Achievements:

Achieved three distinctions and four Grade 2 passes  
Graduated with an Upper Second Class (2:1) Honours

### Google UX design certification (Coursera) — June 2024 to August 2024

As part of the Google UX Design Professional Certificate, I completed seven hands-on courses, each designed to develop the skills needed for roles in UX design. Throughout the programme, I honed my ability to tackle real-world design challenges, completing practical projects that simulated an entire UX project.

By the end of the course, I had developed a comprehensive portfolio of projects, including mobile apps and web interfaces, that demonstrated my ability to execute the full UX design process from initial research to final prototype. The certificate solidified my technical skills and strengthened my problem-solving, empathy, and collaboration abilities, necessary for success in UX design roles.

#### Additional Certifications:

- BA (Hons) in Creative Sound Production (2015)
  - HND | HNC in Creative Industries, City of Glasgow College (2013 & 2012)
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## Experience

### Oct 21 - Sep 22 Harvey Thomas (Part-time fixed term contract) Recruiter

I worked this part-time role for the recruitment firm Harvey Thomas, a start-up company founded by 2 seasoned recruiters. I worked in a support role where I helped source CVs of potential candidates to fill roles. This was a temporary contract that was completed during the early stage of my degree.

## **May 2019- Nov 2020 Hydrogen Group Jan 2020- Nov 2020 RECRUITMENT CONSULTANT**

- Took full ownership of developing accounts with prospective clients while strengthening existing client relations and the management of recruitment projects for contract engagements
- Extracted, collated and refined pertinent information from feedback, invoices, costs and current extensions into easily digestible MI reports for clients to support decision-making
- Created strategies to deal with future risk by monitoring each candidate's career pathway and identifying any pitfalls when undertaking in-depth interviews
- Upskilled two Researchers to perform to their potential at all times through comprehensive training sessions on basic recruitment techniques, system use and general administrative duties

### **Key Achievements**

- ❖ Instrumental in bringing in £60,768 in revenue from placed contractors year-to-date
- ❖ Demonstrated excellent negotiation skills to secure new and more lucrative terms with an existing client resulting in more involvement and a higher charge rate of 15% for permanent positions, up from 12%.

## **May 2019-Dec 2019 - Hydrogen Group - ASSOCIATE CONSULTANT**

- Hit annual targets of placing contractors and developing new business within just six months
- Built pipelines of potential candidates for future placements
- Maintained an accurate CRM and Applicant Tracking System (ATS)
- Generated leads for consultants and undertook extensive market research
- Created insight reports that supported recruitment campaigns and business development

## **Feb 2018-May 2019 - PeopleScout Aug 2018-May 2019 - RESOURCE EXECUTIVE**

- The overall objective was to recruit Field Sales Agents for Virgin Media with full oversight of the candidate journey from advertising, sourcing and interviewing to job offers and acted as the primary contact to the Regional Manager
- Created top-quality content and adverts used on social media to entice applicants
- Generated accurate reports based on attrition rates, market insight and recruitment statistics
- Proactively presented updated statistics and reports at monthly client meetings in liaison with Managers

### **Key Achievements**

- ❖ Reduced attrition rate from two leavers a month to one a quarter
- ❖ Devised and coordinated two tailored recruitment workshops for 12 potential candidates at a time undergoing exercises to test specific skills under the scrutiny of hiring managers who were able to gain a fuller understanding of each candidate

## **Feb 2018-Aug 2018 - PeopleScout - RESOURCE COORDINATOR**

- Primarily focused on campaigns for Highways England, Lloyds Banking Group, SSE and IMI with an emphasis on screening applications, conducting phone/video interviews, completing feedback forms and processing job offers

### **Key Achievements**

- ❖ Headed up the referencing and vetting team on the LBG account following a lack of management by undertaking specific training and selecting three suitable colleagues to work on the project

## **Jan 2017-Nov 2017 Ascensos SOCIAL MEDIA ADVISOR**

- Remit to concentrate on B&Q's social media to manage the DIY company's neglected social media platforms, building a stronger online presence as part of an eight-person team
- Determined the correct target audience and styled content accordingly using marketing, SEO and analytics of social platforms

### **Key Achievements**

- ❖ Created a more positive image and increased brand awareness of the company
  - ❖ Devised and ran an interactive 'build a birdhouse' woodworking session for children, providing all materials and tools needed, then monitoring progress, building traction through social media and encouraging participants to share photos online
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