

Jade Macfarlane

UX Design Lead & Brand Designer

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Skills

UX/UI

UX design

User research

UI design

Design systems

UX writing

Design for accessibility

Prototyping

Creative

Branding

Brand guidelines creation

Packaging

Campaign

Art direction

Copywriting

Image retouching

Composite photography

Editorial/print design

Book typesetting

Print production

Social media content

Animated content

Shopfront signage

Tools

Adobe XD

Figma

Sketch

Invision

Photoshop

Illustrator

InDesign



MadeBrave®

UX Design Lead (eq. to Design Director)

May 2020 – Present

- UX design with emphasis on usability.
- Conducting user testing, UX audits and facilitating UX Research.
- Responsible for all UX output and creative direction of all UI projects.
- Collaborating with external research partners.
- Personal development of junior designers.
- Development of MadeBrave's UX/UI team and service offering.
- Working closely with developers.
- Specialist in brand execution.
- Supporting the Head of Creative Tech and Creative Director directly.
- Main clients include Nestlé and Vets Now

Senior Designer

Feb 2016 – Aug 2020

- Creating design system for Nestlé.
- Developing the MadeBrave® brand and guidelines.
- Lead creative on projects in brand, UX/UI design, campaign, art direction, packaging and print.
- Client-facing design lead.
- Overseeing the day-to-day creative output.
- Supporting the Creative Director in leading the team.
- Working closely across creative, content and client services teams.
- Liaison and direction of freelance support.
- Providing client training for MailChimp and Adobe Creative Suite.
- Image retouching and composite photography.

Graphic Designer

Jun 2014 – Feb 2016

- Designer on projects in brand, campaign, packaging and print.
- Providing client training sessions for MailChimp and Adobe Creative Suite.
- Image retouching and composite photography.

Jade Macfarlane freelance

Sep 2010 – Present

- Helping small businesses flourish with full service creative and advice.

Premier Housewares

Senior Designer (Department head)

Mar 2014 – Jun 2014

- Directing and developing a team of five designers.
- Overseeing the running of the department and recruitment process.
- Working closely with other department heads.
- Reporting to the company directors.
- Lead designer on branding and packaging projects for own-brand houseware products and for brands such as Aldi, Dunnes Stores, Primark and Dunelm Mill.
- Advanced image retouching and art direction of product photography.
- Design for point of sale and exhibitions, editorial & catalogue design.

Acrobat
After Effects
Premier Pro
Mailchimp
HotJar
Jira
Google Workspace
Office 365
Webflow
Squarespace
Shopify
ReadyMag
Wordpress content
management

Interests

Typography nerd
Beginner HTML & CSS
Inclusive design
Design for voice
VR enthusiast
Berlin
Sloths

Dedications

Mentoring
Diversity & Inclusion
Kerning the Gap mentee
Beat Saber amateur

Premier Housewares Middleweight Graphic Designer

Aug 2013 – Mar 2014

- Training and overseeing Junior Designers.
- Lead designer on branding and packaging projects.
- Advanced image retouching and art direction of product photography.
- Coordinating deadlines and proofing of artwork.
- Communicating daily with the sister company in Shenzhen and other far east factories to ensure packaging quality.

Junior Graphic Designer

June 2012 – Aug 2013

Wizard of Paws

Graphic Designer & Floor Team Leader

Aug 2007 – Jan 2014

Achievements

The Drum Scottish Creative Awards Winner 2015

Best corporate promotional literature

The Drum Chip Shop Awards Winner 2016

Best use of tech for tech sake

Marketing Society Awards Star Shortlist 2017

Rising Creative Star 2017

Placements

Montgomery Litho Group (print)

Apr 2012

Freight Design

Apr 2012

999 Design

Apr 2011

Education

Interaction Design Foundation

BA Creative Industries Practice (Majoring in Graphic Design)

University West of
Scotland

HND Visual Communication

Cardonald College

HNC Media with Communication

Cardonald College

Woodfarm High School Glasgow