

Michael Hobson

Freelance Designer



Portfolio

tremulantdesign.com

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Skills

User Experience (UX), User Interface (UI), Product Design, Rapid Prototyping, Storyboarding, Wireframing, Design Sprints, Usability Testing, Branding, Identity, Web Design, HTML, CSS, Animation, Illustration, Public Speaking.

Toolkit

Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, XD, Sketch, Figma, Marvel, InVision, Balsamiq, Trello.

Education

BA Digital Media,
London Metropolitan University

Experience

Jun 2017 - Present

Senior UX Consultant, LiDCO

- ▶ Led the redesign of hospital bedside hemodynamic monitor software.
- ▶ Performed a full UX audit, tested usability with direct staff feedback to identify immediate areas to improve.
- ▶ Defined constraints, identified user types and objectives, streamlined the information architecture.
- ▶ Designed a new visually led dashboard from the ground up.

Oct 2017 - Mar 2019

Senior UX Consultant, CaptionHub

- ▶ Led the redesign of existing online subtitle/captioning SaaS platform.
- ▶ Performed a full UX audit, working directly with the CEO and lead developers to identify main problem areas.
- ▶ Increased ease of use for 5 user types, each one with different access responsibilities. Optimised the software for multiple audiences whilst maintaining a consistent design language.
- ▶ Overhauled the entire software and website, from wireframes to final visual design and user interface.

Jan 2017 - Jun 2017

Senior UX Consultant & Product Designer, EasyCar

- ▶ Led the design of new ridesharing platform, with a large input on product functionality choices and parameters for how aspects of the software should behave.
- ▶ Designed for two very different systems, the passengers and the drivers - considering the paths both would follow at all times and how they need to interact with each other.
- ▶ Translated the features into a wireframes, mapped out the information architecture with prototypes, followed by user interface and high fidelity designs for 40+ desktop and mobile screens.

Jan 2015 - Present

Lead Design Instructor, General Assembly London

- ▶ Part-time instructor where I teach workshops on Visual Design Fundamentals, User Experience Design, Photoshop Bootcamp, InDesign Bootcamp, and an 8 week Visual Design intensive course.

Apr 2011 - Present

Founder, Tremulant Design

- ▶ Self-employed freelance designer, mainly working on UX, product design, branding and website design.
- ▶ Many clients in the tech startup and gaming industry.
- ▶ Work has been featured on WIRED, Shortlist & Mashable.
- ▶ Clients include: PlayStation London Studio, Mind Candy, Oxford University.

Oct 2009 - Mar 2011

Designer & Project Manager, Top Left Design

- ▶ Responsible for over 20 of my own clients from initial sales meeting through to final design work.
- ▶ Work ranging from web design, HTML/CSS, branding, & video work.