

# Michael Hobson

Freelance Designer



## Portfolio

tremulantdesign.com

## Contact

michael@tremulantdesign.com

@imhobson

linkedin.com/in/mhobson

## 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 - Apr 2021

### 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.