

# Adam Goode

## Lead UX/UI Designer + Developer

📍 Birmingham, UK

✉ adam-goode@hotmail.co.uk

☎ 07455975608

🌐 [Portfolio](#)

🌐 [Linkedin](#)

### Personal Statement

ABOUT ME

I'm Adam; an experienced, detail-oriented, and proactive Senior UX/UI Designer and Developer with over a decade of experience in the creative industry. I have great communication and time management skills and I'm able to work in a fast-paced, deadline driven environment across a multitude of projects at any given time. As the Lead Designer and Developer for the front-end side of the development team, I have established myself as a knowledgeable and highly valuable member of the team at Clevercherry. My role involves close collaboration across multiple departments, ensuring seamless integration between design and development.

### Experience

WORK



#### Lead UX/UI Designer + Developer

Clevercherry • June 2022 - Present • Birmingham

Since 2021, I've held the role of Lead UX/UI Designer and Developer at Clevercherry, responsible for designing and building all web-based assets from our digital studio. My expertise lies in the design, prototyping, and development of user interfaces, consistently delivering high-quality, user-friendly products.

- **Overseeing** - I oversee end-to-end front-end delivery for a number of diverse digital projects, ensuring seamless execution whilst consistently meeting project briefs.
- **Managing** - Direct and mentor a dynamic team, consistently delivering a high-quality output.
- **Designing** - I create intuitive user interfaces for both web and mobile applications, integrating user-centric design principles and methodologies to enhance user experiences.
- **Implementing** - Introduced usage of data and analytics in the early stages of projects, allowing us to make data-driven decisions, resulting in substantial enhancements to product performance and user satisfaction.
- **Leading** - Leading projects from start to finish, from planning, requirement gathering and wireframing, to design and development, ensuring alignment with stakeholder goals and project timelines.
- **Initiating** - Introducing a mobile-first design approach at Clevercherry, resulting in a significant increase in user engagement.
- **Refining** - Revamped how wireframes and designs were shared with stakeholders, making communication smoother and improving how projects were understood and approved.



#### Front End Designer & Developer

Clevercherry • July 2017 - June 2021 • Birmingham

- I would create prototypes using various tools and methods to refine the designs and ensure it worked well for users. I then turned these prototypes into actual interfaces that weren't just good-looking but also easy to use, no matter what device or platform someone might be viewing them on.
- I made sure that everything I designed worked smoothly on different web browsers and devices. It was important to me that people could easily use the interfaces I created, no matter if they were on a computer, tablet, or phone, and no matter which browser they preferred to use.
- I worked closely with important clients and key stakeholders, making sure to understand their needs and preferences. Building strong relationships, I collaborated with them to align our designs with their goals, ensuring that the final products met their expectations and served their specific requirements well.

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Experience Continued

WORK

 **Designer**  
Clevercherry • March 2015 - December 2019 • Birmingham

I worked as a designer on both print and digital teams which gave me a well rounded knowledge of design. This gave me the opportunity to learn from senior members of staff, allowing me to work on all aspects of design, from brochures and branding, to emails and web applications.

Skills

- UI Design (Responsive)
- Mobile App Design
- Prototyping
- Icon Design
- Pattern Libraries
- Branding

- WebApp Design (Responsive)
- Design Systems
- Wireframing
- Style Guides
- User Experience
- Front end development

Tools

Figma

Sketch

Figma Prototyping

Adobe Creative Suite

Hotjar

Analytics

Slack

Jira

HTML

SCSS

Javascript

Laravel

Education

**Clevercherry Apprenticeship**  
HNC Diploma Level 3 & 4 Computing and System Development

**Codsall High School Sixth Form**  
A Levels Maths – Grade C IT – Merit (x3)

**Codsall High School**  
GCSE Grade B x8 | GCSE Grade C x4

About me

I've been working as a Designer and Developer at Clevercherry for the past 10 years, however in my spare time, I have a big passion for baking. I love baking everything from cakes to bread, but my real passion is pizza. I'm also a big football fan, supporting the ~~not so~~ mighty Wolves, and although I play a lot of football, I'm settling into married life and piling on the pounds!