



**Sean Fullerton**  
Designer

## Contact

Sean Fullerton  
seanfullertonwork@hotmail.com  
07773 596 542  
Warrington

## Skills

Visual Design  
UI Design  
User Interviews  
Wireframing  
Data Analysis  
Technical Scoping  
Prototyping  
Storyboarding

## Tools

Adobe Creative Suite  
Adobe XD  
Figma  
Zeplin  
3DS Max  
Google Analytics & Data Studio  
Wordpress  
HTML5 & CSS  
E-Shots

## Education

### University of Salford

BSc Computer and Video Game  
Technologies (2:1) 2011 - 2014

Product Design  
User Research  
A/B Testing  
Agile Project Management  
Quality Assurance Testing

### Warrington Collegiate

National Diploma in Interactive  
Entertainment (D,M,M)  
2009 - 2011

An experienced designer with an education history in software development, I have always been passionate about user focused design to solve problems. I love to learn and create great designs with others and thrive in team environments either as a contributor or leader.

## Experience

### Grafenia / Netti Web Studios (Liverpool)

Senior Web Designer February 2018 - Present

- Took project ownership to build pet shop e-commerce website, undertaking project research and benchmarking to outline client requirements. Executing this from conceptual idea to final product improving conversion rate and increasing customer satisfaction, leading to a sales increase of 34%.

- Applied design thinking to build wireframes into interactive prototypes and high fidelity mockups which were later refined iteratively, then successfully demonstrating product benefits to end stakeholder.

- Improved hospitality event emails by reviewing current product before redesigning them to make them more aesthetically pleasing and user friendly, increasing click through rate by 143%.

- Presented regularly to stakeholders in order to understand budget and milestones. Followed up by performing technical scoping of projects to define potential challenges and solutions which were considered in written proposals.

- Collaborated in team projects as user interface designer, taking and following project briefs considering data and research to crafting eye-catching designs.

- Created UI design systems to improve visual consistency and workflow speed for design teams and both internal and external development teams.

### Grafenia / Netti Web Studios (Manchester)

Web Designer September 2015 - February 2018

- Liaised and worked with other designers to map out project milestones.

- Worked with account managers to communicate and present to clients.

- Researched new technologies to keep studio practice up to date.

- Built wireframes and prototypes that were turned into functional websites.

- Devised new marketing ideas based on conversion rates and analytics.