

SM HARROD

UX Designer specialising in product design, eCommerce, and brand experience, blending creativity with technical execution. 10+ years experience across digital, print, and branding, delivering intuitive, user-focused solutions that balance business goals with engaging design.

EXPERIENCE

● Cybertill | UX Designer 2020 - Present

- Led UX design for complex retail management products, spanning back office, eCommerce, POS and customer-facing touchscreen systems.
- Created intuitive solutions for diverse retailer sizes, balancing business needs with usability best practices.
- Took ownership of internal visual marketing, identifying and resolving gaps to maintain quality and brand consistency.
- Designed and assisted with development of Magento eCommerce sites, ensuring accessibility, responsive layouts and integration with existing systems.
- Contributed to analytics setup to track usage across products, enabling data-driven UX decisions.
- Partnered with developers, product owners, and stakeholders to deliver iterative improvements, incorporating feedback from internal teams and customers.

● Cybertill | Web Designer 2016 - 2020

- Designed integrated eCommerce websites, working closely with retailers and developers on specifications, feedback and launch.
- Created branding and marketing materials for print, digital, events and social media campaigns.
- Introduced wireframing and prototyping to Cybertill's website design process, improving clarity, alignment and efficiency for both client and internal projects.
- Developed internal product prototypes to communicate UX concepts to stakeholders and development teams.

● LWV Printworks | Artworker 2015 - 2016

- Produced various items including menus, posters and t-shirts, as well as large-format signage and banners for pubs, bars and events.

● Heatons Office Solutions | Junior Graphic Designer 2014 - 2015

- Print designs for brochures, letterheads, business cards and menus.
- Supported the design team with artworking and layout preparation.

● Eclipse Print & Design | Graphic Designer & Customer Liaison 2013 - 2014

- Designed a range of print materials, from leaflets to signage.
- Assisted in digital printing, finishing and admin tasks.
- Managed customer communication via phone, email and in person.

● Fourth Wall Creative | Two Week Work Placement 2011

● Nonconform Design | One Week Work Placement 2008

I worked as a Kitchen Porter at the Grove House Hotel (Sep '08 - Nov '09) and a Shop Assistant at The Co-Operative Food (Nov '09 - Sep '12).
I've also volunteered for Wirral Hospice St. Johns and British Red Cross.

Sean Harrod

UX Designer | Wirral, UK

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MY TOOLS

Design & Prototyping:

Figma Adobe XD Photoshop
Illustrator InDesign

UX Research & Collaboration:

Maze Miro Jira Confluence
Hotjar Google Analytics Clarity

Development & Deployment:

GitHub Visual Studio Code
HTML CSS

CMS & Ecommerce:

Magento HubSpot WordPress
Shopify

Other:

After Effects Audacity Word
Excel PowerPoint

PROJECTS

Product Prototypes.....	22
Web Designs	36
Logo / Branding.....	16
Motion Graphics / Animation	18
Printed Stationary.....	112
Leaflets & Posters	101
Signage	52
Digital Artwork	109
Brochures & Guides.....	37
Brews Made	2837(ish)

EDUCATION

Liverpool John Moores University 2013

BA (Hons) - Graphic Arts

Wirral Metropolitan College 2010

Foundation - Art & Design

Pensby High School 2009

GCSEs & A-Levels