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 datadriven 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 largeformat 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

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MY Tools

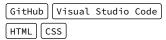
Design & Prototyping:



UX Research & Collaboration:



Development & Deployment:



CMS & Ecommerce:

Magento	HubSpot	WordPress
Shopify		

Other:



PROJECTS

	Product Prototypes 22
	Web Designs 36
1	Logo / Branding 16
Þ	Motion Graphics / Animation 18
\oplus	Printed Stationary
	Leaflets & Posters 101
†	Signage 52
	Digital Artwork 109
U	Brochures & Guides 37
Çı	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