

David Storor

UX Designer

Birmingham

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A Data Driven UX Designer currently employed at Spark44. Looking for new opportunities to apply and develop my skills in User Research, Data Analysis and Design.

Experience

Spark44 - UX Designer

Apr 2019 - Present

Working with JLR to update and create sections across their Digital Platforms. Most notably a large piece of work that would help optimise the site. This involved me learning and using data analysis tools like Crazy Egg and Google Analytics to help create a cleaner design across JLR's OEM website.

Spark44 - Lead Web Editor

Oct 2015 - Apr 2019

Along with a Resource Manager and the Lead QA I ran a team of 30-40 Web Editors who worked primarily on JLR's 28 market sites. I was tasked with conducting interviews, leading training and liaising with clients and our web development partners.

Cogent Elliott - Market Services Executive

Jul 2014 - Oct 2015

Working alongside an Account Manager I was responsible for carrying out market requests across Land Rover's websites.

Education

Newman University - English and History

Sep 2010 - Jun 2014

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Skills

Technical

- Sketch
- Axure
- Figma
- Adobe products (PS, InDesign and XD)
- Google Analytics
- Crazy Egg
- Site Improve
- Tridion (CMS)
- Word Press
- HTML and CSS understanding

Personal

- Training
- Task Analysis
- Interview skills
- Empathy