

David Holt

UX Research & Design Consultant | Munich, Germany

holtuxdesign@gmail.com (0049) 151 2803 6268 www.holtuxdesign.com [LinkedIn](#)

Profile

Qualified UX designer with a strong background in private education and training in broad topic areas from medicine to law. Excellent communication and problem-solving skills come together for gathering user data and identifying pain points in order to deliver a highly optimised MVP or design.

Professional Experience

UX Research & Design Consultant | Freelance

Oct, 2022 - Present / Remote, Germany

ForTomorrow | qualitative research & usability testing

- Tasked with finding user's overall impression of the B2B landing page of ForTomorrow and to discover any issues that might arise from user interaction.
- Searched for, contacted, interviewed, and observed interactions from business owners and decision makers who would possibly be interested in working with ForTomorrow.
- The data collected was collated and transferred into actionable deliverables for the client to optimise the page further for a smoother user experience.

Tend | e-commerce site optimisation [View in portfolio](#)

- Tasked with revamping the existing website to make the design more coherent and user-friendly.
- Interviewed and collaborated with the stakeholder to get a broader scope and aim of the project. Conducted a heuristic markup to get an overview of the existing website and its features. Carried out qualitative & quantitative user interviews combined with usability testing to discover any existing pain points within the site.
- Mined the user data to design mid-fidelity wireframes in Figma for a possible future iteration of the site, and finally handed over all deliverables for the client to move forward with the redesign of their site.

Cambridge Institut | website evaluation and redesign [View in portfolio](#)

- Tasked with redesigning key functionality parts of the existing website so users can navigate the UI more effectively.
- Conducted a content audit of the entire site. Found issues that needed to be remedied and ranked them according to severity. Carried out qualitative user surveys and interviews to determine pain points within the site from user's perspectives.
- Started with the first major issue which was signing up for a course. This user journey was completely reiterated and changed within the live website.

Freelance Corporate & Academic Trainer | B2B and private clients

September, 2016 - Present / Munich, Germany

- Working with clients for corporate and academic English needs ranging from industries such as law, medicine, food & beverages, security, civil services and HR.
- Routing out pain points that hinder language progression and coming up with tailored solutions specific to each client's needs.
- Delivering effective training sessions that meet client's needs and enabling them to progress in their professional and private spheres.

Skills

User research
User interviewing
Competitive analysis
Usability testing
User flows
Human-centred design
Concept sketches
Information architecture
Wireframes
Site mapping
Prototypes
Design systems

Languages

English
Native speaker
Turkish
Full working proficiency

Tools

Figma
Adobe XD
Sketch
Miro
inVison
Keynote
Photoshop
Optimal Workshop
Google Optimize
MS Office

Education

UX Designer Path

Interaction Design Foundation,
Munich, Germany
2023 - Present

UX/UI/VUI Design & Research
CareerFoundry, Berlin, Germany
Nov 2021 - Oct 2022

Diploma in Teaching English
Cambridge University, Cambridge,
UK

English Language Studies

The Open University, Milton Keynes,
UK

certTESOL, Teaching Certificate
Trinity College, London, UK