

# Michael Wood

User Experience Designer with twenty plus years experience inc. Senior & Lead Roles

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## Personal Statement

I design and build experiences which deliver on the promise we make when we say technology will make people's lives smoother, simpler, or more fun.

My core focus is **User Experience Design**, but I've experience with UX Research, with User Interface Design, and with Front End Development using React.

I've worked in **contract, consultancy, and permanent roles** across organisations ranging from start-ups to universities and large banking institutions. I'm used to adapting to and contributing within many team environments and ways of working.

## Key Skills

### User Experience

User-Centred Design  
Wireframes & Prototyping  
Interface Design  
Journey Mapping  
Persona Development  
Qualitative User Interviews  
Quantitative Data Research  
Agile Environments

### UX Tools

Balsamiq / Axure / usertesting.com

### User Interface

Figma / Sketch / XD / Photoshop

### Front End

HTML / CSS / React / JavaScript

### Environment

Jira / Azure / Click Up / Monday

## Work Experience

### **Cabin Pressure** - Remote / Freelance - 2003-

#### User Experience / User Interface on Freelance Projects

Shipped Creative Arts Experience projects. I work with creators to find their audience and define how they will communicate, designing and building those platforms. I also consult on user experience solutions for broader projects. Includes:

### **Studio Graft** - Remote / Contract - 2026 Senior UX Consultant / Developer

Creating and (re)defining a User Experience along with active development.

### **Lexxic via Harris Healthcare** - Remote / Contract - 2024-25

#### User Experience / User Interface Design Consultant

Shipped three web applications to support people with neurodivergent diagnosis.

**Parkdean Resorts Digital** - Leeds & Newcastle / Permanent - 2021-23

Senior Lead User Experience Designer

Shipped Activities Booking Platform (Revenue up 3.2%), Holiday Home Buying Journey (NPS up 16%), and creating the Digital sub-brand. I led on user experience research, profiling and journey planning, as well as on designing and prototyping.

**Libertatem Healthcare** - Remote / Sub-Contract - 2020-21

Senior User Experience / User Interface Designer and FE Developer

Shipped comprehensive platform for managing Healthcare treatment for £15m business. I led on user experience research for specialist, journey mapping, and I designed the user experience and the interface. I also built the front end.

**Otto UK Freemans Grattan Holdings** - Bradford / Contract - 2018-20

Senior User Experience / User Interface Designer and FE Developer

Created Drop-Shipping Platform for 3rd Parties. I led UX research, the mapping and the design and prototype, and designed and built the front end for the interface.

**QA** - Leeds / Contract - 2016-18

Senior User Experience / User Interface Designer & Developer

Shipped New Delegate Experience, Sales Calculator, Delegate Sign In App. I lead the research, journey mapping and design, and created the interface.

**University of Leeds** - Senior UX Designer - Leeds / Contract - 2015-16

**Studio of Things** - Senior UX / UI Designer - Leeds / Permanent - 2014-15

Shipped projects for NHS, Graduate Jobs, Leeds Sporting Awards, Provident FG.

**Bloom (Jaywing)** - User Experience Director - Leeds / Permanent - 2012-14

Shipped major projects for ADT UK, LA Fitness, Benenden, Graduate Jobs.

**CAP** - UX Designer & Front End Developer - Leeds / Contract - 2011-12

**Lloyd TSB** - User Experience Lead (Release C) - Halifax / Contract - 2011

**Technophobia** - User Experience Designer - Sheffield / Contract - 2009-11

**Zolv** - User Experience Designer - Leeds / Permanent - 2008-09

**Poulters** - Web Producer - Leeds / Permanent - 2005-08

**Zestmedia** - Head of DHTML Design - Leeds / Permanent - 2001-03

**Corporate World** - Web Designer - Batley / Permanent - 1999-2001

## Education

Media Production - HND (Distinction) / University of Lincoln - 1998

Business & Finance - National Diploma (Distinction) / Shipley College - 1993