

Oliver McGough

My career began with a UX & Marketing internship for a five-person startup called Usabilla. After a successful six months, Usabilla retained me as we witnessed tremendous company growth.

During that time, I moved from UX & Visual design, to leading Usabilla's Marketing team. Despite numerous successes and a broad skillset – from Branding to Programming – I now focus on what I enjoy most, UX.

EMPLOYMENT

Mar 2016 – present

User Experience Designer - TBWA\WorldHealth London

WorldHealth London is TBWA's medical-advertising arm. Clients include Roche, GSK, GE, and Pfizer.

As the sole User Experience designer, I ensure all digital assets meet the needs of their users & consumers. This role tests a range of UX skills – from User Research & UX design, to Visual design & Development work.

Oct 2015 – Jan 2016

Backend User Experience Designer - Farfetch

Farfetch – a rare online-fashion 'unicorn' – sells items from 300 boutiques to over 170 countries worldwide.

I focused on Farfetch's "backend" tools – from internal systems to white-labeled software; building wireframes based on requirements set by product managers. Left due to poor management, and miss-sold position.

Sep 2013 – Jul 2015

UX Designer & Marketing Lead - Usabilla B.V.

Usabilla builds UX & user feedback tools, catering to clients such as Lufthansa, Nike, and CNN.

Initially joining as a UX & Marketing intern, after rapid company growth and personal successes, within a year I led Usabilla's Marketing team – commanding a mixed team of Designers and Marketers.

USER EXPERIENCE

- A successful UX writer, managed the Usabilla Blog; 12,000+ weekly readers.
- Instrumental in Website & Blog redesigns, focusing on UX research, design, and processes.
- Led the development of Usabilla for Email, creating the brief and relaying it to developers.
- Conducted UX & user research, created mockups & wireframes, and performed data analysis.
- Rebranded Usabilla, formulating and implementing brand guidelines & styleguides.

MARKETING

- Held the lead for all of Usabilla's marketing activities, reporting directly to the CEO.
- Interviewed, onboarded, trained, and managed marketing & design staff.
- Created & managed all content; digital and physical: Videos, Brochures, Website, Emails etc.
- 500% increase in site traffic over my tenure, 1054% rise in Social Media referrals.

FREELANCE & SIDE PROJECTS

I use my broad & proven skillset to help clients build great websites – working on everything from UX to Branding, and everything in-between.

Skills used: UX Design, Visual Design, Copywriting, HTML, CSS, Squarespace, Marketing, Branding, Research

<u>JF Mobile Barbering</u>	Side Project	Website design, Branding, Copywriting, Social Advertising
<u>Aimee Fuller</u>	Freelance	Website design, Branding, Copywriting
<u>Inspiring Interns</u>	Freelance	Website design, Branding, Copywriting, UX Design
<u>Sapio Research</u>	Freelance	Website design, Copywriting, UX Design

EDUCATION

Sep 2009 – Jul 2013

BSc Computer Science – University of Kent, Canterbury

Studied a variety of subjects related to computer software and architecture. Main focuses on software development & design.

Key areas of study: UX Design, Java, HTML, CSS, SQL, Haskell, Business Studies, QA Testing, AI

SKILLS

Language

Native English (I'm British).
Basic Dutch and German skills.
Vast copywriting experience

Technical

MS Office (Word, Excel, etc.)
HTML, CSS, Javascript, Java,
Haskell, and SQL.

Creative

Sketch, Photoshop, InDesign
Axure, Balsamiq, UXpin,
OmniGraffle, Pencil & paper.

UX Designer, Blogger, Data Junkie, Growth Hacker, Footballer, Skier, Baker, Programmer, Gamer, Dog Lover.