



CHARLOTTE BROWN

Product Designer

EDUCATION

2017 - 2020

**BACHELOR HONOURS
MEDIA AND COMMUNICATIONS**

2015 - 2017

**LEVEL 3 OCR CAMBRIDGE
TECHNICAL MEDIA**

SKILLS

- User entered design
- Wireframing & prototyping
- Interactions & animations
- Accessibility (WCAG)
- Mobile-first design
- Cross-functional teamwork
- Clear communication
- Product ownership & leadership
- UI kits & components
- Time management
- Deadline meeting
- Punctuality & reliability
- iOS & Android

LANGUAGES

- English
- Spanish - basic
- Italian - basic

PROFILE INFO

I'm Charlotte, a UK-based Product Designer with over 5 years of experience in UX/UI, and interaction design. Particularly in B2C, eCommerce, AR/VR and HealthTech. I focus on blending research, storytelling, and clean design to create user-centered experiences. Proficient in Figma, accessibility compliance, and innovative thinking.

EXPERIENCE

PRODUCT DESIGNER

2022 - CURRENT

SAILGP

- Interpreted product specifications and user psychology in design.
- Developed wireframes and specifications to meet user needs.
- Defined user task flows and interface specifications for optimization.
- Tested websites and applications for issues and discrepancies.
- Created wireframes and prototypes for pre-implementation testing.
- Produced prototypes to validate ideas.
- Evaluated user experience data to improve products.
- Used tools like Figma, Adobe Creative Suite, and Blender for design.
- Designed icons and illustrations.
- Collaborated with stakeholders and partners.
- Integrated blockchain/web3 software into designs.

PRODUCT OWNER

2024 - CURRENT

CHARLOTTE BROWN DESIGNS

- Designing visually appealing, user-friendly, and responsive websites for Candy Marketing, SureCare, Intuitive Infrastructure Solutions Ltd,

TECHNOLOGY

- Figma / FigJam
- Framer
- Canva
- Adobe Creative Suite CC
- Jira
- Confluence
- Miro
- Google Workspace
- Slack / Microsoft Teams

INTERESTS

- Stand-up comedy
- Good coffee
- Trying new cuisines
- Meeting new people
- Hiking
- Trail-running
- Gym & general wellness
- Exploring
- Salsa dancing
- Travelling
- Volunteering

CERTIFICATIONS

UX DESIGN

Google

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and Reporium.

- Conducting user research
- Creating user flows
- Designing wireframes and producing interactive prototypes
- Cross-communication with stakeholders and clients
- Product ownership and taking the lead from a design perspective

GRAPHIC DESIGNER

2018 - 2022

TIME PRODUCTS UK

- Developed marketing materials to boost revenue and client growth.
- Created high-resolution digital images for printing.
- Photographed products for promotional campaigns.
- Coordinated with printers for various print projects.
- Mastered Adobe Creative Suite for design and editing.
- Created animated GIFs and motion graphics for ads.
- Daily use of Photoshop and InDesign, with Illustrator and After Effects as needed.
- Designed the Accurist eCommerce storefront

DIGITAL MARKETING EXECUTIVE

2017 - 2018

IGS SOLUTIONS

- Creating engaging marketing and promotional materials to generate revenue and grow client bases
- Going to trade shows up and down the UK to advertise the business and network with clients face to face
- Creating and scheduling social posts for Twitter, Instagram, Facebook and LinkedIn