

Sally-Ann Ramplin

Designer

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Profile

I am focused on creating meaningful experiences for users through visual design.

I care about the details and a user centric approach to creating effective, intuitive user interfaces.

I have extensive experience dedicated to both on and offline design. My specialities reside in user interface design within corporates, design agencies and freelance.

- **Visual:** Branding/Identity, Sketching, Hi-fidelity mock-ups, Digital Design
- **Interaction:** Wireframing, Prototyping, User Research, User Testing
- **Main tools:** Figma, Illustrator, Photoshop, Sketch
- **Additional Tools:** InDesign, Canva, ChatGPT, Uizard, HTML, CSS, Google Documents

Work experience and Education

Freelance Designer / S. Ramplin Design

Nov 2011 - Present

I have proudly helped businesses that are boutique and corporate, local and global shine with their logos, brand identities, business cards, signage, websites, social presence and more.

I help tell their story and create a cohesive visual identity that sets them apart and creates a lasting, emotive impression.

My services include:

- I conduct user research and create client briefs utilising FigJam, Google Docs and a Zoom or face to face meeting
- Website design and build using starting with Uizard to wireframe and built with WordPress + Elementor
- Brand identity design and asset creation crafted in Illustrator
- Social graphics that I created using Photoshop and Canva

Housekeeper / Bidvest Noonan

Aug 2024 - Present

I ensure the tidiness of my local Tesco Superstore. I am predominantly proactive in my day-to-day responsibilities but also need to be very reactive as situations are prone to rapid change and require an immediate response. My role requires me to be customer and colleague focused as well as working autonomously.

Education / Certification: AI for Designers

May 2024 - Jan 2025

Certified AI course with the Interaction Design Foundation. Learning how to utilise the power of AI tools to streamline and enhance workflow processes.

Passed with distinction: Top 10% in class.

UX/UI Designer / Causeway Technologies

Sept 2022 - Apr 2024

I was part of a small user centric team designing the cloud based enterprise software platform for the UK's leading construction software toolkit.

My role included:

- Part of an Agile team - Working in design sprints. I created my stories in Jira and stand ups conducted in Teams
- I conducted user research sessions with FigJam and Teams
- I solved complex user flows. Initially in Sketch, then Figma and FigJam
- Created an icon set to compliment the IBM Carbon design system for which I used Illustrator and then added the svgs to Figma
- Asset creation for the new and legacy design systems, I used Illustrator, Sketch and Figma

UX/UI Designer / KAT Marketing

Jun 2021 - Sept 2022

As UX/UI Designer, I was the sole digital designer for KAT, a local digital marketing and communications agency.

My role included:

- I conducted user research and creating client briefs utilising FigJam, and Zoom
- Website and app design layout, flows and prototyping that I created in Figma
- Brand identity design and asset creation that I crafted in Illustrator
- Social graphics that I created using Photoshop, Canva

Web Design & Build Manager / Informa Markets

Jan 2013- Dec 20204

Digital designer for Global events facilitator ranging from maritime to interior design, agriculture to pharmaceuticals.

My role included:

- I updated and evolved events websites in Joomla using the CMS, custom HTML/CSS and asset creation in Photoshop
- Email set-up for event information and sign up. I created templates in DotMailer for A/B Testing and triggered campaigns using HTML/CSS and Photoshop
- Online event website creation during covid for online events. To get them live quickly, I used a non-coding solution: ION, for which I have a certification

About me

- I have a full, clean UK driving licence.
- I enjoy exploring new places and cultures, seeing the world from new perspectives.
- Closer to home I like experimenting with new recipes, drawing and painting. There are some fantastic places to walk and paddle board around me to embrace nature and enjoy the tranquility and wildlife.

Academic and Professional Certifications

- **Academic:** Thurstable School, Tiptree. 9 GCSES – Including English Language & Literature, Maths, Science, Art & Design
- **Professional:** ION - Design Certification, Workato - Automation Pro, IDF - AI for Designers (distinction)