

## Zoe Westwood

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### Work and Experience:

#### **November 2021 – present Optimisation Designer, Belron International**

As the Lead Designer within Belron International's online A/B testing team, I support two key workstreams: Conversion and Value-Added Products and Services (VAPS). My role spans collaboration with 12 business units, primarily focusing on Autoglass UK while also supporting our European counterparts, Carglass.

In the VAPS stream, I am responsible for designing and optimising the presentation of additional products and services. The goal is to increase uptake without negatively impacting online conversion or appointment booking rates.

Within the Conversion workstream, I identify friction points in the Online Booking (OLB) funnels and develop user-centric designs to enhance the customer journey and completion rate. I also contribute to the design of marketing and landing pages to drive more traffic into the booking funnel and increase conversions.

To support data-driven design decisions, I leverage tools like ContentSquare, using features such as session replays, heatmaps, page analysis, and click tracking to quickly identify areas for improvement. I work closely with the broader A/B testing team to develop and iterate on multiple design variants, enabling us to test and determine the most effective solutions for our digital platforms.

#### **September 2021 – October 2021 Web designer, August 2019 – August 2012 Junior Web Designer, CV-Library**

A website design role within the CV-Library (CVL) online design team, this role was split between design and coding work. I carried out regular tasks maintaining the CVL website, admin pages; I regularly designed and coded products for our clients these include emails, premium profiles and premium job adverts. The creative half of my role had me using the Adobe create cloud suite daily, I used XD, Photoshop, InDesign and Illustrator. Using XD, I mocked-up all client products before sending them off for approval, should the client have any changes or amendments I implemented them before making their product live. In Photoshop I manipulated and composed new images along with creating informative GIFs. I created and edited job specifications and forms using InDesign that were sent out to both potential employees and current employees, this was one of the additional tasks I picked up whilst working at CVL. In the second half of my role, I used HTML and CSS to carry out essential maintenance to the CVL website. I regularly updated our internal admin pages ensuring all floorplans are up to date. I coded client products including emails and carried out testing beforehand to ensure the layout was appropriate and accessible on all devices. I created each month's staff newsletter this was sent out to all company offices and employees, which I have recently re-designed and re-coded to have a modern and clean look as well as being fully responsive. I updated a number of pages on the CVL website ensuring they were fully responsive and complied with the internal design system.

#### **April 2019 – August 2019 Verification Executive, Constructionline**

A customer service role within the verification team at Constructionline. My daily tasks were to review, check and error code supplier accounts against a pre-determined set of requirements. All errors codes I wrote were grammatically correct, precise and consistent. I used Microsoft Dynamics to input data to Constructionline's online database. I worked systematically from multiple lists to verify numerous accounts in order to meet and exceed daily targets. This was recorded using a number of Microsoft Excel Spreadsheets to keep track of productivity. I regularly made outbound phone calls to inform and talk to suppliers about their profile updates. I would also support the helpdesk by taking incoming calls dealing with customer queries or transferring the caller to the appropriate department within the office.

#### **June 4<sup>th</sup> 2018 – June 8<sup>th</sup> 2018 Web Designer, The Genesis Challenge, Southampton Solent University**

A week's experience with Solent Creatives, following Google's design sprint methodology where as a team we took an idea, designed, branded and produced a useable product within five days. As part of the team, I collaborated with others to decide upon colour schemes, branding and the overall layout of the product.

- Daily presentations to give updates and progress reports to the rest of the team
- Group brainstorming coming up with the name and identity of the brand
- Assisting with the production and drawing of the logo

- Using design tools such as Sketch App and Adobe XD to produce and create wireframes
- Production and creation of email templates using MailChimp
- Repeatedly altering screen flows to ensure the best user journey
- Independently working to ensure that wireframes were completed on time

**September 2015 – May 2018 Bsc 2:1 (Hons) Web Design and Development, Southampton Solent University**

A three-year course studying both the aesthetic and programming sides to web design. Throughout the three years, a number of skills were developed and gained including knowledge of HTML, CSS, Javascript and PHP. Along with design skills within software such as Sketch App, Photoshop, Tumult hype and prototyping tools such as invision and mockingbot. I independently managed my time to complete coursework to a high standard and to tight deadlines. This includes carrying out user research producing questionaries, carrying out focus groups and interviews as well as creating personas, sketching and wireframing products before prototyping and gaining feedback from users using eye tracking software; Tobi.

**February 2013 – February 2019 Sales Assistant, WHSmith**

**September 2012 – July 2023 Unit Leader, 3<sup>rd</sup> Crookham Guides**

**Education:**

2:1 with Honours reading Web Design and Development, Southampton Solent   September 2015 – May 2018  
University

A-Levels including ICT, Psychology and Use of Maths, AS-Level in Accounting,   September 2013 – June 2015  
Farnborough Sixth Form Collage

Ten GCSE's grades A-C including English, Maths and Science, Court Moor School   September 2008 – July 2013