

## Mr Jason Bootle

**07 909 502 596**

Senior Interaction Designer / User Experience Consultant

[work@mrbootle.com](mailto:work@mrbootle.com)

<http://portfolio.mrbootle.com>

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Jason Bootle is an experienced, passionate, conceptual user experience designer. He is a pivotal member of any design or business team with the motivation and initiative to lead by example.

Jason is a clear communicator and knows the benefits of listening well. He is passionate about User Centred Design (UCD) and the User Experience (UX) and enjoys getting grubby with code (HTML, CSS, JavaScript, ActionScript) and Wordpress. Jason believes great design lies in great ideas, simply executed. And he knows that he has a lot more to learn about people's behaviour online – that's why it's important to study their behaviour.

### Expertise and Interests

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User Centred Design

The User Experience

Web Standards and Best Practice

Information Architecture

Production Management

Usability and Accessibility

SEO Optimisation

Agile Development

Ecommerce

Social Media

Wordpress Theme Design

Coding Skills:

Advanced: HTML, CSS

Intermediate: ActionScript 2.0, JavaScript,

jQuery & DOM

Basic: XML, PHP

### Employment History

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**Sthree, Senior Interface Designer**, Aug 2007 – Present

([www.sthree.com](http://www.sthree.com))

Multi brand recruitment company with multilingual sites eager for sign up of candidates and clients. Championed new approach within company and helped establish web methodology and process including, card sorting, wire framing and user testing.

A strong advocate of email and social marketing I established email guidelines and templates as well as encouraging the use of social media within the brands marketing strategies.

Huxley Opportunities was nominated for an OneRec award in 2007.

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www.progressiverecruitment.com  
www.computerfutures.com  
www.huxley.com  
www.real-pharma.com  
www.theitjobboard.com  
www.huxleyglobalmarkets.com  
www.huxleyopportunities.com  
nl.orgtel.com

## Offline

Sthree company intranet  
File Upload Tool – web application  
plus various internal brand sites

## Direct Design, Senior Designer / Production Manager, Nov 2003 – Aug 2007

([www.dda.co.uk](http://www.dda.co.uk))

Championed the adoption of web standard coding and designing for accessibility and usability within the company which culminating in the winning of 2 major contracts (EAGA and Surrey Waste). Created conceptual ideas for flash banner advertising campaigns, mentored web team on web design and managed incoming work within the team.

[www.dmp-architects.co.uk](http://www.dmp-architects.co.uk)  
[www.eagagroup.com](http://www.eagagroup.com)  
[www.foxhills.co.uk](http://www.foxhills.co.uk)  
[www.employeeownership.co.uk](http://www.employeeownership.co.uk)  
[www.mundays.co.uk](http://www.mundays.co.uk)  
[www.brandfinance.com](http://www.brandfinance.com)  
[www.fxoverlay.com](http://www.fxoverlay.com)

Flash banners and email marketing for banking sector; see my portfolio for examples  
<http://portfolio.mrbootle.com/banners.html>

## Other notable contracts include:

**Globestream Ltd**, Freelance Design, May 2003 – Present

**National Geographic Channel**, Freelance Designer (print), July 2001 – Nov 2003

**BBC MediaArc (Branding & Design)**, Freelance Mac Support, May 2002 – April 2003

**Carlton Interactive**, Freelance Design, Nov 2000–Feb 2001

## References

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Please read my recommendations on: <http://www.linkedin.com/in/mrbootle>

Additional references are available on request.

## Interests

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When he is not on the internet he climbs rocks, plays music and bakes cakes.

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