

# Jeremy White

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## Work

### **JG Poole & Co** (Sep 2022 - Ongoing)

## Experience

### Website Redesign (Voluntary Work)

- Gathered insights from stakeholders regarding website purpose, expected outcomes and current issues to identify actionable items for improvement.
- Produced design suggestions to enable the modernisation of JG Poole's existing website, utilising existing content and copy.
- Consolidated user flows to restructure website information architecture creating clearer navigation pathways.

### **Tesco Extra - Stafford** (Aug 2019 - Dec 2019 | Aug 2020 - Sep 2021)

### Customer Assistant - Checkouts

- Gained experience in a forward facing customer service role, working as part of a team in a workplace environment.
  - Developed my ability to understand different customer needs and problems, and quickly identify, communicate, and carry out solutions under pressure.
  - Frequently trusted by management to train new and seasonal employees with store procedure and equipment. Performed on an individual basis and through shadowing.
  - Trusted with opening and closing the store with associated additional responsibilities.
  - Provided cover for team leaders on breaks and bank holidays, acting as the primary point of contact for customer and colleague complaints and issues.
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## Education

### **Birmingham City University** (Sep 2021 - Sep 2022)

### User Experience Design MSc (Distinction)

- Expanded my digital design skill set and knowledge base with a focus on studying accessibility standards and user research methodologies through project based academic work.
- Dissertation thesis undertaken as part of a knowledge transfer partnership (KTP).
- Investigated the visual presentation of data produced by wearable devices for use in specialist children's residential homes. Key design criteria was discerned, critically evaluated, tested in a usability study, and then refined.
- Produced academic research into the user experience of video media consumption. Identified gaps within existing research regarding subtitles, and investigated the role of subtitle placement on user experience and information comprehension.
- Conducted usability studies for both design and academic purposes, converting findings into actionable approaches demonstrating quantitative improvements.

## Education

### **Aston University** (Sep 2015 - July 2019)

Industrial Product Design BSc (2:1)

Engineering & Applied Science - Foundation Year

#### **Degree Show Organisation Team** (2019)

- Acted as a link between the university and the degree show committee to communicate the team's needs and plans - ensuring the smooth running of the show.
- Sent invites and liaised with external businesses and companies in order to increase the presence and reach of Aston University in the professional design world.

#### **Arrival Mentor** (2016)

- Communicated and assisted new students before and during the initial weeks of the first teaching period and helping them acclimatise to life at university.

### **Stafford Grammar School** (2008 - 2015)

A-Levels: Design Technology (B), History (B), English Language (C)

GCSEs: (10 A\*-B grades)

#### **School Design Challenge coordinator and advisor** (2012 - 2015)

- Advised junior teams by providing feedback and ideas as well as helping teams create their product - supervising and assisting their extracurricular time in the workshop.

#### **Form Tutor** (2013 - 2015)

- Chosen as a form tutor for Year 7 students; providing advice and guidance to the youngest students at the school as they transition from primary to secondary education.

#### **Prefect Student** (2013 - 2015)

- Awarded the role of prefect student which involved greater responsibilities such as administration and mentoring - as well as acting as an example student and a role model for younger age groups.

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## Awards

### **Aston Design Week Challenge | Orbit Group | 2018**

- Awarded first place for category
- Awarded second place overall.

### **Aston Design Week Challenge | Vax | 2017**

- Awarded first place for year group.
- Awarded second place overall.