

# GARETH STARKEY

USER EXPERIENCE & CONVERSION RATE OPTIMISATION



Website & Portfolio  
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Blog  
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## KNOWLEDGE

- CONVERSION OPTIMISATION
- WEBSITE ANALYTICS
- USER EXPERIENCE
- RESPONSIVE UI DESIGN
- E-COMMERCE & RETAIL
- HTML & CSS DEVELOPMENT



## KEY SKILLS

- WIREFRAMES & JOURNEY MAPS
- UX / UI WEB DESIGN
- A/B & MULTIVARIATE TESTING
- TEST BUILD & PROTOTYPING
- USER TESTING & INSIGHTS
- REPORTING & DOCUMENTATION



## TOOLS

- ADOBE CREATIVE SUITE
- SKETCH
- HTML, CSS & JS
- GOOGLE ANALYTICS
- GOOGLE OPTIMIZE
- INVISION
- HOTJAR



## PERSONAL

- ORGANISATION
- TIME MANAGEMENT
- TEAMWORK
- CREATIVITY
- ANALYTICAL



## INTERESTS

- MUSIC
- BOOKS
- SPORTS
- FASHION
- FITNESS



## PERSONAL SUMMARY

A degree educated User Experience (UX) & Conversion Optimisation (CRO) Manager with over six years experience working within multi-channel retail and cross-device e-commerce. Using qualitative and quantitative research methods to understand issues and highlight opportunities within the customer journey and to provide user centric design solutions, which are validated through analytics and A/B & multivariate testing. An imaginative, innovative and creative thinker loaded with ideas and the skill set to bring these to fruition. A reliable worker with experience of working with responsibility, timescales and pressure, with attention to detail.



## WORK EXPERIENCE

### UX & CRO MANAGER *claire's*

Aug 2017 - Present

To use quantitative analytics and qualitative user research methods to understand the issues and opportunity within the user journey and to ideate, design and deliver solutions which provide a best in class user experience.

To use A/B and multivariate testing for conversion optimisation to validate these ideas and also to validate development releases and new functionality.

To analyse the data and provide reasoning and understanding and context behind testing results. To deliver detailed and measured documentation for all testing and UX improvements. To analyse the data and provide reasoning.

### UX DESIGNER *next*

Dec 2015 - Jul 2017

To design innovative concepts for all new project based initiatives, which represent and enhance the Next brand; designing the "look and feel" across a range of desktop, mobile sites and apps.

Day to day responsibilities include project research, problem solving and interface design using a user centered, iterative design approach. As well as the design of new & original creative concepts and user journeys.

Skills include communicating ideas and design concepts through sketching, wireframing and the development of prototypes. Designing pixel-perfect projects to Improve both the customer journey and key metrics.

### WEB DESIGNER *The Fragrance Shop*

Oct 2012 - Sep 2015

To create and build compelling responsive website and email designs for The Fragrance Shop and partner companies and work with internal and external developers to manage these designs from conception to completion.

Use various quantitative and qualitative methods for usability monitoring, analytics and also results from A/B & Multivariate testing to ensure the websites were both user centric and also in-line with business goals and metrics.

To provide knowledge to the wider team through ongoing research into industry trends and best practices and ensure the multi-channel offering of the business was considered throughout all projects.



## EDUCATION

### UNIVERSITY 2009 - 2012

2:1 BSc Media Technology  
Website Design & Development. Graphic Design, Programming & Databases, Video Production & Photography.

### A-LEVELS 2005 - 2007

3 (C-D) Media, Business & General Studies

### GCSE's 2000 - 2005

10 (B-C) inc. English, Maths & Science