

Nigel McHardy

Curriculum Vitae

74 Gilbert Road
Mata, Whangarei
New Zealand

+64 21 1765647
nmchardy@gmail.com
www.nigelmcchardy.com/uxui

Personal information

Nationality:

New Zealander

Skills

User experience design:

Empathy and understanding user needs
User testing
Interaction design
Information architecture
Accessibility
Collaboration

Visual and user interface design:

Wireframing
Prototyping
Responsive web design
Design system development and application
Production design
Illustration design
Icon design
Miro
Figma
Sketch
Zeplin
Abstract
Illustrator
Photoshop

Web development and optimisation:

HTML & Front-end
CMS development
Search engine optimisation
A/B testing
Version control

Marketing:

Email marketing design and development
Display advertising

Employment	DNA Design Senior UX Designer	2020 - 2023
	<p>At DNA my main responsibility was to create wireframes, prototypes, and user interfaces informed by extensive UX research to ensure the best possible user experience. After transitioning to a remote role, my focus shifted to UI design, where I created production-ready designs and applied and evolved client design systems. Notable clients during this time included Tourism New Zealand, ASB, and KiwiRail. Working with Tourism New Zealand was a significant engagement, resulting in several successful projects that exceeded client expectations.</p>	
	Digital Arts Network Senior Experience Designer	2012 - 2019
	<p>At Digital Arts I shifted my focus to user-centered design and fully embraced the practice. I played a key role in securing and growing the ANZ account and contributed to the development of their award-winning platform, Banker Workbench. This platform serves as the centerpiece of ANZ's core banking systems, benefiting their 5000+ staff. I also worked with several high-profile clients including Auckland Museum, Auckland Council, and Tourism New Zealand.</p>	
	Shift Senior Designer / Front-end developer	2007 - 2012
	<p>At Shift I provided design and front-end development services for a diverse range of projects. Key clients include: Tourism New Zealand, Auckland Museum, ASB, AA Insurance and Lion Breweries. In 2012 Shift Limited became part of Digital Arts Network.</p>	
	Styrofirm Founder / Art Director	2001 - 2006
	<p>At Styrofirm I expanded my skill base beyond web development into; e-commerce, flash animation, banner advertising, illustration, email marketing, search engine optimisation, branding and print production. One measure of success for Styrofirm was gaining high-profile clients, which included: Maybelline NY, L'Oréal Paris, Cathay Pacific, Johnson & Johnson, NZI, Pizza Hut & Vodafone.</p>	
Education	Unitec Bachelor of Design Visual Communications	2000 - 2001
Referees	Available on request	
About	<p>Ever since I was young, my passion has been design. I spent hours drawing and bringing my ideas to life on paper which sparked a lifelong love for creating. To this day, I'm constantly driven to build, tinker, and learn new things - especially in the ever-evolving digital space, where I can craft things that are both useful and beautiful.</p> <p>My family and I live on a small, beautiful lifestyle block facing the Whangarei harbour. With two children, a dog, a dozen chickens, and a spacious yard. There's never a dull moment, and I wouldn't have it any other way.</p>	