Jason Lucas (he/him)

With **10 years experience as a UX / UI designer and front-end developer**, I've evolved from a bright-eyed junior with a full head of hair and a passion to learn, to a balding yet sagacious lead designer.

I scored my first role within a London-based agency as a front-end developer in 2012, back when Vine was the only source for short-form video content (TikTok who?) I've since scaled the ranks as a UX / UI designer, working with the likes of **Pfizer**, **Currys**, **Primark** and **Sainsbury's Energy** to name a few.

Studio experience

Lead designer
Brave Bison
Aug 2022 – current

Mentor and develop a small team of junior to midweight designers; duties include daily art direction, monthly 1:1s, and facilitating training and workshops.

Lead and support the development and execution of end-to-end UX / UI design process, from **Discovery to Execution to Refinement to Delivery**.

Manage and oversee site handover from design to build; including creating interactive prototypes within *Figma* and facilitating detailed briefing sessions with the dev team.

Develop and maintain extensive, fully tokenised design systems using the *Token Studios* plugin within *Figma*, tailored to the individual wants and needs of the client.

Research and effectively integrate latest AI capabilities and tools within the design team's workflow and practice (*e.g. Midjourney, Adobe Firefly, ChatGPT, etc.*)

Senior creative developer
Greenlight Digital
Apr 2018 – Aug 2022

Lead the design and build of SEO-driven DPR web campaigns, that last year helped **boost Currys annual unique SEO visits from ~80 million to a quarter of a billion**.

Executed both the UI design and front-end development of **Sainsbury's Energy**, which faithfully observes and adheres to *Sainsbury's* exclusive design system, **Luna**.

Systematically refined client websites through integration of available insights, such as customer feedback, quantitative data, and usability findings via *Hotjar*.

Ensured delivered designs and code were compliant with W3C (AA) Accessibility standards through use of accessibility auditing tools such as *Lighthouse* and *Spark*.

Introduced and integrated website builder *Webflow* into design and dev team workflow to streamline smaller site builds.

Lead and supported the design team migration from *Sketch* to *Figma*.

Creative developer
Greenlight Digital
Oct 2016 – Apr 2018

Designed and developed responsive websites catering to both B2B and B2C clients, adhering to both strict and flexible brand guidelines.

Worked closely with client stakeholders at every step of the design process to ensure the brief was being answered, and concept realised, with client needs in mind.

Conceptualised and developed ideas from brainstorming sessions through to design delivery via scamps, wireframes, mockups and interactive prototypes.

Front-end developer
Promo London
Sept 2015 – Oct 2016

Ensured client websites were responsive and compatible across various devices and browsers through the use of media queries and mobile-first design principles.

Worked closely with the design team to translate mockups into interactive, functional web pages – either built using a CMS such as *Wordpress* or *Drupal* or static HTML.

Implemented best practices for front-end performance optimisation, including code minification, image compression, and asynchronous loading, **to enhance website speed and user satisfaction**.

Junior front-end developer
Evil Donkey
Oct 2012 – Sep 2015

Adapted and modified existing *WordPress* templates to achieve a bespoke design, in line with project and brand requirements and guidelines.

Developed custom *WordPress* themes to align with design mockups, ensuring seamless integration of front-end elements with the *WordPress* platform.

Managed and updated website content through the *WordPress CMS*, ensuring a user-friendly interface for non-technical stakeholders.

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Tools

Figma · Adobe Suite · Slack
Miro · Midjourney · Webflow
Sketch · Trello · Confluence
Jira · Tokens Studio · Hotjar
G Suite · MS Suite · VS Code
Zeplin · WordPress · Abstract

Skills

Design Systems · UX / UI Design
Prototyping · Workshops · HTML
CSS · Agile Environment · CMS
Responsive Design · jQuery
Front End Development · PHP
W3C AA Accessibility Compliance

Education

Applied Art & Design BA (Hons) (2:1)
Bath Spa University
2007 – 2010

3 A Levels (A–C grade)
John Mason School
2004 – 2006

9 GCSE's (A*–C grade)
John Mason School
1999 – 2004

Thanks for reading ☺