

# EMILY BARRETT

## UX/UI DESIGNER

emily.alpert@gmail.com | +44 7713114855 | London, UK



## UX/UI EXPERIENCE

### SENIOR UX/UI DESIGNER, eCARE DESIGN LEAD

#### VODAFONE UK, DEC 2021 - PRESENT

- Lead a team of 5 UX Designers across 5 squads to replatform the customer account portal with consistency across 5 microsites
- Spearhead an initiative to harmonise the back-end and front-end behaviour and appearance of the 5 microsites
- Drive the transition from a legacy design system to the latest system to improve efficiency, reduce wastage and mitigate bugs
- Encourage a collaborative and questioning design culture to achieve the best possible outcomes for the user

### UX/UI DESIGNER, eSHOP

#### VODAFONE UK, AUG 2018 - NOV 2021

- Redesign an all new checkout to AA accessibility standards leading to a 5% increase in conversion and recognition for the best quality code, standards and squad performance
- Lead the end-to-end design of an evolution in mobile phone contracts for the marketing, sales, checkout, and customer care journeys. Initially performing poorly, it brought about a shift in design thinking and adoption of insight-driven design decisions
- Awarded the largest salary percentage increase within the UX Team for effectively meeting all project deadlines while supporting two squads and collaborating with the research and proposition teams to test new offerings
- Create a platform for Vodafone's "Everyone.Connected" campaign delivering free devices and connectivity to more than 500,000 people living in digital poverty

### UX/UI DESIGNER, PRO BONO

#### CLIMPSON & SONS, JAN 2021-MAR 2022

- Redesign the website of a coffee roastery to improve mobile responsiveness, accessibility, usability and SEO

#### TEACHER DEVELOPMENT NETWORK, 2021

- Advise an award-winning group of Vodafone Grads to design a mobile app supporting teachers in refugee camps. The app offers guidance for teaching in the camps, lesson plans and a resume builder to leverage teacher experience once resettled

## SKILLS

TEAM LEADERSHIP  
STAKEHOLDER  
MANAGEMENT  
STRATEGY  
ADVOCACY  
COMMUNICATIONS  
WRITING  
PUBLIC SPEAKING

## TOOLS

FIGMA  
SKETCH & INVISION  
AXURE RP  
USER RESEARCH &  
TESTING  
WIREFRAMING &  
PROTOTYPING  
FORM DESIGN  
PARTICIPATORY DESIGN

## EDUCATION

RED ACADEMY, 2018  
Professional UX  
COURSERA, 2017  
Digital Marketing  
LE CORDON BLEU, 2013  
Patisserie  
MA, UNIVERSITY OF  
DENVER, 2001  
International Administration  
BA, UNIVERSITY OF  
DENVER, 2000  
International Relations and  
Human Rights

# EMILY BARRETT

## UX/UI DESIGNER

emily.alpert@gmail.com | +44 7713114855 | London, UK



## ADDITIONAL EXPERIENCE

### DIRECTOR

#### WOO ADVISORS, 2013 - 2017

- Deliver policy analysis, report writing and messaging guides for Oxfam Great Britain, WeberShandwick, Imperial College London and British Petroleum to enable clients to influence for impact

### MANAGING DIRECTOR

#### WINNERS, 2016

- Analyze challenges and implement strategic solutions for a climate resilience and risk management project funded by Horizon 2020 and backed by Imperial College London on time and within budget

### DEPUTY DIRECTOR

#### AGRICULTURE FOR IMPACT, 2014 - 2016

- Manage a \$1.5 million multi-year grant from the Bill and Melinda Gates Foundation to set and execute an advocacy strategy for improving European government support for sustainable agricultural growth in sub-Saharan Africa

### SENIOR POLICY MANAGER

#### THE ONE CAMPAIGN, 2010 - 2012

- Design the policy foundation and international strategy for ONE's entry into global campaigning and advocacy on agricultural development and food and nutrition security
- Achieved increased aid to the sector generally and full funding of the UN's Horn of Africa crisis appeal in 2012

### SENIOR POLICY ADVISOR

#### OXFAM AMERICA, 2005 - 2009

- Supervise new policy development and guide campaign strategy as the lead Oxfam International Agriculture Policy expert alongside advocating policy recommendations to governments and international organisations
- Convince the WTO Aid for Trade Committee to adopt all of Oxfam's policy recommendations leading to improved monitoring and evaluation of Aid for Trade initiatives globally

## PUBLICATIONS

**The Farms of Change:**  
Smallholders Responding to an Uncertain Climate Future

Agriculture for Impact, 2015

**No Ordinary Matter:**  
Conserving, Restoring and Enhancing Africa's soils

Agriculture for Impact, 2014

**Small and Growing:**  
Entrepreneurship in African Agriculture

Agriculture for Impact, 2014

**Agriculture Accountability:**

Holding Donors to their L'Aquila Promises  
ONE Reports, 2011

**Investing in Poor Farmers Pays:**

Rethinking how to invest in agriculture  
Oxfam, 2009

**Scaling up Aid for Trade:**  
How to help poor countries trade their way out of poverty

Oxfam, 2005

## LANGUAGES

### SPANISH

Basic working proficiency

### FRENCH

Basic working proficiency