

Enor Anidi

UX Design Consultant

www.enoranidi.com | hello@enoranidi.com | 077386 36657 | Hove, UK

Profile

I am a UX Design Consultant and have been working both client and agency side within the digital industry since April 2006.

During this time, I have worked with all types of organisations, from small start-ups through to globally recognised brands.

Within the UX spectrum, I currently specialise in Interaction Design (IxD) and User Interface (UI) Design.

Education

CITY UNIVERSITY (SEP 2004 - SEP 2005)
PGCert in Electronic Publishing, Grade: Merit

MIDDLESEX UNIVESITY (SEP 1999 - JUL 2003)
BA Product Design & Engineering with Informa-
tion & Communication Technology, Grade: 2:1

LEYTON SIXTH FORM COLLEGE (SEP 1997 - JUN 1999)
A levels: Design & Technology (D), Mathematics
(D) and Physics (E)

Skills and Tools

CORE SKILLS
Heuristic Evaluations, User Testing, Desk
Research, Task Flows, User Journeys, Sketching,
Sitemaps, Wireframes, Prototypes and UI Design.

FAVOURITE TOOLS
Axure, HTML/CSS, Omnigraffle, Sketch, Illustra-
tor, Photoshop, Invision, Marvel and Pen and
Paper.

Hobbies and Interests

In my spare time, I enjoy keeping fit, cycling,
cooking, reading, music, social gatherings, films
and cinema, exhibitions and theatre.

I also co-founded the UX mentoring group,
UX-LING CORNER in Aug 2015.

Career History

S&P GLOBAL PLATTS (MAY 2016 - PRESENT)
UX Designer - Contract

Working on a range of UX and UI projects for the
Commodities Market, including the Platts UI
Pattern Library and the RigData iOS and Android
apps.

MAVERICK (FEB 2015 - APR 2016)
Lead UX Architect

Leading the user experience on all projects.
Winning new clients through client consultation.
Guiding team members on UX principles and
best practices. Consulting with clients on
improving their digital experiences for their
products and services.

PERFECT LAYOUT LTD (FEB 2011 - MAR 2015)
UX/Interaction Designer

Worked with clients and agencies such as
MoneySavingExpert.com, Leo Burnett, Harrods,
Rated People, Amberlight, IG Group, and many
more. Led the user experience on some projects
and mentored junior team members. Worked
collaboratively within design teams as well as
working independently. Helped with the
successful rebrand launch of Moo.com.

WAGSTAFFS DESIGN (NOV 2008 - JAN 2011)
Frontend Developer/Designer

Assisted Senior Web Designer on project designs
and front-end builds. Provided hands-on train-
ing to freelancers helping out on client projects.

THE FORWARD GROUP (APR 2006 - OCT 2008)
Web Developer

Built online surveys, microsites, emails, and polls
for Tesco, B&Q, Ford, Barclays and TfL, as well
as launched live email campaigns for Ford and
TfL.

References

Available on request.