

Nadine Hocking

UI UX Designer

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Summary:

I am a UI/UX Designer with 15 years of experience creating intuitive, user-centered digital experiences across web and mobile platforms. I have expertise in user research, interaction design, wireframing, prototyping, and usability testing and my front-end development skills in HTML, CSS, and JavaScript bridge the gap between design and implementation. My background in communications and psychology equips me with an extensive understanding in research methodologies and provides a unique and valuable perspective on creating user-centred and psychologically informed user experiences that are both engaging and effective. I have a proven track-record of translating complex requirements into elegant solutions, delivering products that align user needs with business goals.

Professional experience:

Consultant UI UX / Designer & Developer

Feb 2023 - Present
Nov 2018 - Aug 2021
Feb 2012 - Feb 2017

NDesign | UK / AU / CAN

As a design consultant, I collaborate with agencies, small businesses and individuals to deliver visual and interactive design, UI/UX design and front-end development.

UI/UX Designer

March 2021 – Feb 2023

Insurwave | London, UK / Hybrid

- Worked autonomously and in collaboration with cross-functional teams to conduct market and user research
- Create user journey flows, wireframes and interactive prototypes
- Build and maintain scalable design system
- Facilitated presentations and workshops
- Worked closely with engineering teams to ensure smooth hand-over and delivery

Senior Digital Designer

Feb 2017 – Nov 2018

Cargiant | London, UK

- Worked autonomously and in collaboration with marketing team to conduct market and user research and define design solutions
- Created wireframes and interactive prototypes
- Visual and interaction design for multi-media outputs
- Worked closely with engineering teams to ensure effective implementation and hand-off

Digital Designer

March 2015 – March 2016

Kingsley Hamilton Estates | London, UK

- Conducted market and user research, to define brand message
- Branding and identity, user-interface design and development
- Communicated the brand message across various touch-points

Graphic Designer

June 2010 – July 2011

411.ca | Toronto, CA

- Worked closely with marketing and client service teams to deliver visual and interaction design across a range of media outputs

Consultant experience:

• Dec 2025 - Present:

Constructor | UK

UI UX Design and Development

Design skills:

- UI/UX design across complex SaaS and platform products
- Strong Figma capabilities with auto-layouts and component libraries
- Rapid, interactive Prototyping
- Branding and identity
- Typography and layout

UX skills:

- User-journey mapping
- Qualitative and quantitative research methodologies
- UX content writing
- Human interaction design
- Usability testing methods
- Data analysis and visualisation
- Generative Ai assisted research

Dev skills:

- SEO and accessibility
- HTML5, CSS3, SCSS
- JavaScript, jQuery, React
- WordPress (bespoke)
- SQL & database management

Leadership skills

- Interpersonal skills
- Workshop facilitation
- Presentations
- Stakeholder management
- Time management
- Agile project management

- July 2025 - Present: **Yoga Network | UK**
UI UX Design and Development
- July 2024 - June 2025: **Rethink Property Training Group | UK**
Branding, Web Design and Development
- July 2019 - Aug 2021: **iProperty | AU / Remote**
Visual Design, UI Design
- Aug 2020 - Feb 2021: **Sculptor Sue Rhodes | London UK**
Branding, Web Design & Development
- March 2019 - Dec 2019: **Future PropTech | London UK**
Visual design, Graphic Design, Branding
- Aug 2016 - Oct 2016 **Contact Photography | London UK**
Web Design & Development
- April 2016 - July 2016: **RACGP / Aquent | Melbourne**
Visual Design, Digital Design, UI design
- March 2016 - April 2016: **Barking Bird / Aquent | Melbourne**
Front-end Development
- July 2015 - Feb 2016: **The Media Shop | AU / Remote**
Visual design, Graphic Design, Branding
- Sep 2015 - Dec 2015: **Conscious Dreams Publishing | UK**
Web Design & Development
- April 2015 - June 2015: **Jackpot Translations | London UK**
Web Design & Development
- Jan 2013 - Oct 2014: **Crowded Underground | Remote**
Web Design & Development, Graphic Design, Branding
- May 2012 - Jan 2013: **The Social Parlour | Toronto CA**
Web Design & Development, Graphic Design, Branding
- Feb 2012 - May 2012: **Geneyouin | Toronto CA**
Web design & Development
- July 2011 - Feb 2012: **Stellar Point Inc | Toronto CA**
Web design & Development

Design / UX tools:

- Figma
- Adobe XD
- Adobe Illustrator
- Adobe Indesign
- Adobe Photoshop
- Adobe After Effects
- Google Analytics
- Google Optimize
- Optimizely
- Userbrain
- User-testing
- Hotjar
- Highcharts
- IBM SPSS

Dev tools:

- Visual Studio Code
- Wordpress
- MySQL
- Git
- Filezilla

Other tools:

- Jira
- Confluence
- Notion
- Generative AI

Education:

Graduate Diploma
July 2025 - October 2026

Charles Sturt University | Bathurst, AU / Online
Graduate Diploma of Psychology

Bachelor's Degree
Feb 2012 - Dec 2018

Charles Sturt University | Wagga, AU
Bachelor of Media Communication

Certificate
Feb 2024 - March 2024

The School of UX | London, UK / Online
UX Design Certificate

Diploma
March 2009 - Nov 2009

Canadian Business College | Toronto, CA
Web Design Diploma