

PERSONAL INFO

Jerome Craig Product designer and front-end developer

jeromecraig07@gmail.com • +44 (0)7484 863446

London, UK • [jeromecraig.com](mailto:jeromecraig07@gmail.com) • [linkedin.com/in/jerome-craig](https://www.linkedin.com/in/jerome-craig)

PROFILE

Product designer and front-end developer with over six years of experience taking digital products from research through to launch. I work across UX, interaction design, prototyping and UI, and write the code to build what I design, so I can prototype, test and ship rather than hand a mockup over and hope. I am driven by unfamiliar problems and by work that makes a real difference to the people using it.

EXPERIENCE

Skoolmaths Lead Product Designer & Front-End Developer

Designed and built a standalone authoring tool to accompany the Skoolmaths e-learning platform, giving teachers a way to create and deliver their own interactive lessons. Structured the builder as a three-panel workspace supporting 25+ interactive slide types, AI-assisted generation, live preview and reusable master slides, plus offline export producing self-contained HTML lessons. Built in React, TypeScript and Tailwind CSS.

2026 | London, UK

Brooks Macdonald Trainee Risk Analyst

Managed and maintained complex spreadsheets, ensuring data accuracy and integrity. Completed an Excel VBA course to implement formulas and macros automating existing processes, working with cross-functional teams to meet deadlines.

October 2022 to November 2023 | London, UK

MIYI Hair Product Designer

Joined as a Junior UX/UI Designer and grew into a senior role. Designed wireframes, interactive prototypes and high-fidelity UI across mobile and web in Sketch and InVision, including the video and blog page layouts taken through to implementation. Designed interface interactions and micro-animations, ran ongoing user and competitor research across the Afro-hair industry, and presented concepts and findings to the Lead UI/UX Designer.

May 2019 to September 2022 | London, UK

Kwanda Product & Marketing Designer

Worked alongside the founder and an engineer during the start-up's infancy to ship the platform behind Kwanda's charitable mission, now processing £16,000+ per month in donations. Owned the process from user research and journey mapping through to high-fidelity UI, responsive landing pages and launch assets, maintaining the design system and Figma handoff specifications.

2020, alongside MIYI Hair | London, UK

Rufus Leonard Brand & Digital Design Intern

Placed on live client work across British Gas, Aviva, Esure and Anglia Ruskin University. Built out the Tone of Voice and Visual Identity pages of British Gas's Frontify brand hub and drew the assets running through them in Sketch, alongside conceptual symbols and banners for Aviva and competitor brand audits in InDesign.

October 2018 to March 2019 | London, UK

PROJECTS

Wildlife Warfare UI/UX Designer & Solo Developer
Solo-developed a stylised multiplayer PvP shooter through to its Early Access launch on Steam, owning UX research, UI design, gameplay programming, branding and creative direction. Designed and implemented the complete UI ecosystem in Unreal Engine 5: menus, matchmaking, team and character selection, store, HUD, settings and post-match results.
June 2023 to April 2025 | Personal project

QUALIFICATIONS

BTEC National Diploma
Lewisham College, London
Art & Design, triple distinction
2016 to 2018

Unlock VBA & Excel Macros
Udemy Certificate
2022 to 2023

HARD SKILLS

Research
User and competitor research, journey mapping, usability testing

Prototyping
Wireframes through to high-fidelity interactive prototypes

Interaction Design
Design systems, motion and micro-interactions, information architecture

Design Systems
Reusable components, tokens and developer handoff

Coding
Front-end build, responsive and accessible implementation

Product Thinking
Information architecture, onboarding and conversion

TOOLS STACK

Design
Figma, Sketch, InVision, Adobe Creative Suite

Development
React, TypeScript, JavaScript, HTML, CSS, Tailwind

Game & Data
Unreal Engine 5 (Blueprints, UMG), Excel VBA

INTERESTS

Digital Painting
Personal work published on ArtStation

Games & Training
Playing and studying game design, and the gym