

Ben McAlpine

A UX designer leveraging skills honed through an extensive background in freelance health coaching, blending empathetic understanding and creative innovation. Proficient in taking ideas from conception through the design process to a polished prototype. Thrives in high-stress environments, consistently contributing adaptability, creativity, resourcefulness, and exceptional listening skills to every project.

PROJECTS

ZenFiit Health & Fitness application - Career Foundry course project | Jan 2023 - Feb 2024

A native application for Android that offers on-demand fitness classes both on and offline plus a community hub for busy fitness enthusiasts.

Process: Competitive analysis, user interviews, user personas, user flows and IA, wireframes, prototype, user test.

Website redesign - The Bitcoin Collective volunteer project | November 2023 - present

Updated website featuring relevant content that builds trust for the users. Assisting in design of new bitcoin education platform.

Process: Discovery interview with owner, competitive analysis content audit, card sort, task flows, wire framing, prototyping, user testing.

EXPERIENCE

The Mind Body Guide (Personal brand) | 2018-present

- Employed empathetic communication to understand client needs, ensuring tailored health solutions.
- Delivered premium services, garnering 77 five-star reviews on Treatwell.com and exceeding customer expectations.
- Established trust by maintaining a secure environment, emphasising a commitment to user safety and well-being.
- Developed strong communication skills in explaining exercises and treatment plans, showcasing the ability to convey complex information clearly and effectively.
- Managed personal accounting and tax returns, demonstrating a high level of responsibility and attention to detail.

Equals Results/Equals Recovery personal training | 2021-2023

- Identified and addressed a business gap through the introduction of an in-house massage and stretch recovery service, demonstrating a keen ability to identify opportunities for enhancement and revenue growth.
- Successfully managed and expanded a client base of 25+, showcasing strong relationship-building skills applicable to user engagement and client satisfaction in the UX field.
- Met and exceeded client session targets, displaying a commitment to meeting goals and deadlines.
- Adapted to and addressed clients' needs and pain points effectively, ensuring a personalised and positive experience.

EDUCATION

Certificate in UX Design

Career Foundry | Feb 2024

Diploma in Massage therapy, Level 3 Practitioners Therapeutic & Deep Tissue massage

London Collage of Massage | 2017-2018

Level 2 & 3 Personal training

Focus Fitness | Sep 2020- Nov 2020

BA (Hons) - Entertainment management

Leeds Beckett University | Sep 2012- May 2015

CONTACT

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SKILLS & TOOLS

Hard skills

- Figma
- Microsoft Office
- Chat GPT
- Otter Ai
- Relume Ai
- Optimal Workshop
- Design Thinking
- Research
- Wire framing
- Prototyping

Soft skills

- Communication
- Empathy
- Collaboration
- Time management
- Critical thinking
- Self motivation
- Problem solving