

# Brendon Rush

## UX Specialist

### CONTACT

brendon.rush@gmail.com

07852 747248

Stowmarket, Suffolk

[brendonrush.co.uk](http://brendonrush.co.uk)

### SKILLS & KNOWLEDGE

UX / UI design

UX research

Experimentation

CRO

User testing

Design thinking

Information architecture

User flows

Accessibility

Stakeholder management

Governance

Documentation

Project management

Agile methodology

HTML / CSS

Data analysis

E-commerce

Marketing

Graphic design

### SOFTWARE / TOOLS

Figma

Optimizely

Google Analytics (GA4)

Google Tag Manager

Hotjar / Contentsquare

Adobe CC

### EDUCATION

BA (Hons) Graphic

Communication

University of Suffolk

First-Class Honours

2012–2015

BTEC Level 3 Interactive  
Media

West Suffolk College

Triple Distinction

2008–2010

### PROFILE

Experienced UX designer with experience across the full UX process — from research, prototyping and user testing, to experimentation and data-led optimisation. Skilled in building and running experimentation programmes, managing stakeholders, and collaborating closely with developers to deliver impactful, accessible, practical design solutions.

### EXPERIENCE

#### UX Specialist Fred. Olsen Cruise Lines • Ipswich / Hybrid

May 2025 – Present

- Responsible for the full end-to-end UX process and strategy, from research, prototyping and testing, through to high-fidelity design.
- Work closely with product owners, developers, and QA to deliver new features and design changes.
- Led redesigns of key digital touchpoints including the site search, product discovery tools, and product listings.
- Built and managed the company's experimentation programme, including RACI, hypothesis log, and prioritisation framework. Responsible for the full process, including test planning, design and build, reaching a cadence of 2 tests per month within 6 months.
- Worked closely with Marketing, SEO, and Content teams to optimise key landing pages and page templates across the web-site.
- Hosted workshops to embed experimentation and design thinking into the wider e-commerce team processes.
- Developed and maintained a design system including design patterns, components and documentation, improving efficiency and consistency.
- Manage agency partnerships to accelerate UX strategy and scale experimentation, now on track to deliver £4.3m incremental uplift in its first year.

#### UX Designer The Cotswold Company • Norwich / Hybrid

December 2020 – May 2025

- Managed the whole UX workflow — research, user flows, wireframes, interactive prototypes, user testing, and high-fidelity design, through to developer handover.
- Led the redesign of the e-commerce checkout process, improving conversion rate by 14% and lifting NPS.
- Led the redesign of product display pages, improving conversion rate by 11% and revenue per session by 23%.
- Implemented A/B testing strategies and ran user testing sessions to validate design decisions and prioritise improvements.
- Hosted UX workshops to drive innovation, design thinking and problem solving.
- Developed and maintained a design system, improving design/development efficiency and brand consistency.

#### Graphic Designer The Cotswold Company • Norwich / Hybrid

November 2018 – December 2020

- Delivered a range of print-based and digital design, including social media ad campaigns, point-of-sale materials, email marketing, digital advertising, and direct mail catalogues.
- Collaborated with a strategic creative agency on a brand repositioning project, delivering brand style guidelines and a multi-channel campaign, resulting in increased brand awareness and market share.

#### Visiting Lecturer / Mentor University of Suffolk • Bury St Edmunds

February 2018 – November 2018

- Mentored Level 5 students on project briefs, submissions, and software tutorials.

#### Graphic & Web Designer Coastline Graphics • Bury St Edmunds

August 2014 – November 2018

- Managed and coordinated projects from concept to completion, ensuring the clients' deadlines, budgets and needs were met.
- Worked on a diverse range of print based and digital projects in a fast-paced studio environment.