

ANDREW ZVOMA

UX/UI Designer · AI Prompt Engineering & Automation

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PROFILE

5+ years delivering end-to-end, research-led UX/UI design for Harrods, Samsung, and Blu VAPE against strict WCAG 2.2 AA and GDS standards. I complement this strong product foundation with hands-on AI engineering and prompt design, bridging the gap between raw LLM capabilities and intuitive, human-centered interfaces.

WORK EXPERIENCE

UX/UI & AI Design (Freelance) · Self-Employed

Feb 2024 - Present

- Contracted as a UX/UI Designer: Delivered end-to-end product design solutions across regulated, high-stakes sectors — including healthcare and public sector services.
- AI & Automation Engineer: Bridged design and artificial intelligence by engineering robust automation pipelines. Built a fully hands-off n8n and Claude 3.5 Sonnet architecture to generate, format, and publish user-centric blog content across five live production platforms.
- AI design, Prompt Engineering & Quality Assurance: Designed complex system prompts, output-formatting rules, and strict quality guardrails to ensure consistent, high-fidelity AI outputs that align with UX best practices.
- SEO & Platform Growth: Achieved Page 1 Google rankings across the UK Rivers Directory, UK Mountains Directory, and UK Rugby Club Directory by integrating technical SEO architecture, structured metadata, and an AI-driven content strategy.

UX/UI Designer Harrods

Jun 2022 - Nov 2023

- Led end-to-end design of a new pre-order feature: research, journey mapping, Figma prototyping, developer handover, design QA, and post-launch iteration — contributing to a measurable reduction in checkout friction.
- Applied GOV.UK Design System components and WCAG 2.2 AA standards throughout; embedded in an agile sprint team attending all ceremonies.
- Influenced product direction through structured stakeholder communication at senior level.

UX/UI Designer Blu VAPE (Imperial Brands)

Oct 2021 - Apr 2022

- Led a brand and app relaunch via a Google Design Sprint in a regulated, compliance-constrained environment, validating the concept with an 87% user approval rating in usability testing.
- Produced wireframes and prototypes for conversion-led user journeys, incorporating stakeholder feedback through rapid iteration cycles.

UX/UI Designer Samsung

Aug 2020 - Mar 2021

- Designed a B2B campaign platform through cross-department workshops — defining site architecture, user flows, and interaction patterns to support new business enquiries.
- Delivered Figma/Adobe XD designs aligned to brand, accessibility, and conversion goals; provided HTML/CSS guidance directly to developers.

AI-BUILT PROJECTS (LIVE · 2024-2026)

5Metre Scrum · 5metrescrum.com

SAAS MVP · CLAUDE CODE · SOLO BUILD

Rugby player discovery SaaS designed UX-first (research → wireframes → design system) then built page-by-page with Claude Code as an AI-directed engineering partner. 8-step player onboarding, scout search board, combine metrics UI. Front end live; payment, video upload, and PDF export currently in production.

UK Rivers Directory · ukrivers.co.uk

AI-ASSISTED (BOLT.NEW) · PAGE 1 GOOGLE RANKINGS · SEO

44 UK rivers, each with a full structured profile — currently ranks page one of Google for multiple river and location search terms. Strong technical SEO architecture and structured metadata throughout. Deployed on Netlify.

UK Mountains Directory · ukmountainsdirectory.co.uk

AI-ASSISTED (BOLT.NEW) · PAGE 1 GOOGLE RANKINGS · SEO

120+ UK peaks across Munro, Corbett, Wainwright, and Marilyn classifications — achieves page one Google rankings across multiple mountain and hiking queries. Supabase-backed data layer exported to a static Astro build.

UK Rugby Club Directory · ukrugbyclubdirectory.co.uk

AI CONTENT AUTOMATION · N8N + CLAUDE 3.5 SONNET · PAGE 1 GOOGLE RANKINGS

620 rugby union and league clubs across all four UK nations on a flat static-HTML architecture with a custom Netlify build plugin. Built an automated content pipeline — an n8n workflow feeds Claude 3.5 Sonnet through a detailed system prompt to generate publish-ready blog articles hands-off.

CORE SKILLS

UX & Product: End-to-End UX/UI Design (5+ yrs) · Figma, Sketch & Adobe XD · User Research & Usability Testing · Wireframing & Rapid Prototyping · WCAG 2.2 AA Accessibility · GOV.UK Design System (GDS) · Stakeholder Communication · Agile / Sprint Delivery

AI & Automation: Prompt Engineering & LLM Evaluation · Claude API & Claude Code (Agentic Development) · AI Content Automation (n8n)

Growth & Dev: Technical SEO & Page 1 Rankings · Deployment (Netlify)

EDUCATION & TRAINING

- **UX/UI Nanodegree** — Udacity — 2020
- **Graphic Design Degree** — University of West London — 2019
- **Prince2 Agile — Project Management** — AXELOS — 2020
- **Professional Diploma in Digital Marketing** — Digital Marketing Institute — 2013
- **Prompt Engineering for Developers** — Anthropic Official / DeepLearning.AI — In Progress
- **AI Engineering Track — Python for AI, LLMs, AI Apps** — DeepLearning.AI — In Progress
- **Working with the OpenAI API** — DataCamp
- **Python for Developers** — DataCamp
- **AI Fundamentals Certificate** — DataCamp — 2024
- **Large Language Models: Core Concepts** — DataCamp — 2024