

# Indigo Goss

UX | UI and Innovation

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| <b>Contact</b><br><br>Email : indigo@indigogoss.com<br><br>Phone : +44 (0) 7921120135<br><br>Portfolio : www.indigogoss.com   | <b>Profile</b><br><br>An innovative entrepreneur who, through drive and determination is able to create sleek and seamless products which deliver both a positive user experience and business outcome. From a career which encompasses the world of e-commerce, fashion and design, to founding a primordial health and wellness start-up. Indigo's aptitude for problem solving in an agile environment.   |
| <b>Technical Proficiencies</b><br><br>XD / Figma / Sketch<br><br>Illustrator / Indesign / Photoshop<br><br>HTML / CSS<br><br>Capture One                                      | <b>Work Experience</b><br><br>Icas Health and Digital- UX/UI Designer (Aug 21 - Current) <ul style="list-style-type: none"><li>• Define the users problems, and find innovative ways to solve them.</li><li>• Conduct research with the wider team to refine and develop the product.</li><li>• Define and develop the products branding.</li><li>• Design and create wireframes from scratch for both web and mobile.</li><li>• Hand over and work with the developers to ensure a smooth build.</li></ul>  |
| <b>Highlights</b><br><br>Winner of the COVID 19 Hackathon.<br><br>Co-Founder of a VC and investment backed company.<br><br>Founder of Natural x Lab.                          | <b>Saku Mind - Co-Founder / Product Designer (2019 - 2021)</b> <ul style="list-style-type: none"><li>• Winner of Covid19 Hackathon.</li><li>• Collaborated with new and diverse teams to create a new company.</li><li>• Conducted user and scientific research.</li><li>• Defined user problems.</li><li>• Created customer journeys and service maps to identify target markets.</li><li>• Developed and implemented the branding.</li><li>• Designed wireframes and prototypes in an inclusive and accessible way.</li><li>• User testing and reiterating the designs in an agile way.</li><li>• Pitched our app to members of the UN, UK government and investors.</li></ul>   |
| <b>Education</b><br><br>UX Design - Design Lab (2020 - 2021)<br><br>Fashion Design - Diploma (2003 -2006)   | <b>Natural x Lab - Founder / Side Hustle (2018 - 2020)</b> <ul style="list-style-type: none"><li>• "The Best Sustainable Stores in 2019" featured by Elle Magazine</li><li>• Formed the creative concept and development of the brand.</li><li>• Managed the NxL team.</li><li>• Organised in-store take overs, events and pop ups.</li><li>• Designed, built and managed the website on Shopify.</li><li>• Analysed data from various channels (Google, Facebook, Instagram)</li></ul>  |
| <b>Skills and Interests</b><br><br>Wireframing and Prototyping<br><br>Project Management<br><br>Problem Solving<br><br>Health and Wellness<br><br>Interior and fashion Design | <b>Fashion Editor - Stylist / Art Director (2018 - 2020)</b> <ul style="list-style-type: none"><li>• Fashion Editor at Suitcase Magazine</li><li>• Editorial clients included: Vogue, L'official, Elle, Apollo, Costume Norge.</li><li>• Commercial clients included: Dior, Fendi, De Beers, Astley Clarke, Peroni.</li><li>• E-commerce client included: Harrods, Amazon, Agent Provocateur, Zara.</li><li>• Represented by Era management.</li><li>• Worked with international and diverse teams.</li><li>• Projected managed team and produced shoots when required.</li><li>• Worked to brief and budget to create content for both video and stills.</li><li>• Designed, built and managed her portfolio on Square Space.</li></ul> |