



Lewis Hoy

App Design & Development

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United Kingdom

Experienced UX designer and React developer with **5+ years experience** working with **major UK brands** on self-service systems. Skilled in turning user insights into intuitive interfaces and crafting high-quality interactions with React and TypeScript. Recently launched Stacks – Language Flashcards, a freemium mobile app built end-to-end with a focus on design, usability, and performance.



Experience



App Design & Development

Freelance | 2025 - Present

Developing responsive web and mobile apps with React and React Native. Skilled in crafting polished UI interactions, micro-animations, and layout systems that bring designs to life with precision and clarity.

Creator of Stacks – Language Flashcards an iOS mobile app built in React Native. Designed and developed the full product experience, from interaction design and offline architecture to app store launch and ongoing updates.



Stacks - Language Flashcards
Available on iOS



UX Designer & Datateam

MCR Systems | 5 years | 2019 - 2024

Led UX design for self-serve kiosks creating intuitive, user-friendly interfaces. Continuously improved designs based on customer feedback for clients, including high-street restaurants, UK universities, and workplace cafeterias.

Managed customer relations by participating in stakeholder meetings, providing remote installation support, and resolving self serve kiosk and EPOS issues for high profile clients like Tortilla and Compass Group ensuring successful implementation and satisfaction.

Data Management including configuring tills, implementing nationwide price changes, integrating menus with delivery platforms like Just Eat and Deliveroo, and managing complex database onboarding for new sites.



Digital Infrastructure Intern

General Electric Digital | 1 year 3 months | 2017 - 2018

Monitored UK / Ireland Incidents in a Level 2 service-desk environment, working within a European cross-border team.



Education

First Class Degree BSc IT with Business Studies

Sheffield Hallam Uni | 3 years | 2014 - 2017

Database Design Designed and implemented relational databases, focusing on scalability, security, and SQL data modeling.

Web/App Development Developed web applications with WordPress, gained experience in JSON APIs and modern programming languages, ensuring seamless user experiences.

Digital Marketing Learnt about SEO, content strategy, and social media engagement to drive business growth through real client projects.



Certifications

Google UX Design Course

Google / Coursera | 6 months | 2022

Design Thinking Applied the design thinking process to create user-centered solutions, improving problem-solving and innovation.

Prototyping Developed responsive prototypes, ensuring adaptability across devices and user flows.

Prince2 Project Management

Sheffield Hallam Uni | 2017