

LAURA WARD

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Personal Statement

I am a student currently in fourth year studying Computer Games Design and will be furthering my education by completing a Masters in User Experience & Interaction Design. I have almost 5 years retail experience, including store management skills. During this time, my customer service and sales skills have consistently improved within the retail industry, adapting to the needs of both the customer and company. Additionally, my education experience has helped me develop many transferable skills such as teamworking, organisation, and communication which can be applied to many situations. I believe I am very structured and logical and am continuously trying to improve my skills so I can excel in what I do.

Education

Glasgow Caledonian University (2020-2024)

- BSc Computer Games (Design) (Result TBC)
- Modules include: Games Design, Games Programming, Integrated Project, HCI, User Psychology

Glasgow Clyde College (2017-2019)

- HND Social Sciences (A, A, B)
- Modules include: Psychology, Sociology, Politics, Communications

Balerno Community High School (2012-2017)

- Higher: English (A), Maths (B), Geography (B), Chemistry (C), Drama (C)
- National 5: Art & Design (B), French (B)

Employment

Team Leader, GAME (May 2024-Present)

Assistant Manager, GAME (April 2022-May 2024)

- Worked closely with other management staff, discussing which areas the store is doing well and where there could be improvement regarding KPIs and budgets – created solutions to any issues which arose
- Observed my team throughout the day and provided feedback on what they are doing well and where they could improve, focusing on offering constructive feedback rather than empty criticisms
- Handed safe and till floats – counted these at the start and end of the day, logged and investigated any discrepancies. Ensure that money is always kept safe in the till or the safe in the back
- Other responsibilities included adjusting stock when necessary after investigating issues; carrying out PI counts; sending away faulty items on our stock; and gathering and sending away recall items weekly.

- Due to a restructuring of roles within the company, my role changed to Team Leader as of May 2024, however, my responsibilities remain the same.

Trading Assistant, Sainsbury's (January 2022-April 2022)

- Primarily worked in the bakery section where I oversaw the bakery and hot food sections of the store.
- Maintained a high degree of food hygiene in line with the company policies.
- Maintained a well-structured day-to-day routine to ensure that bakery and hot food lines were continuously well-stocked, ensuring availability to customers at all times while also ensuring there is as little waste as possible.
- Occasionally assisted on the shop floor where I restocked shelves, ran tills, and aided customers with a high degree of customer service.

Assistant Manager, GAME (May 2021-January 2022)

- Responsibilities detailed above.

Sales Assistant, GAME (November 2019 – May 2021)

- Considered customer needs and provided them with high quality service while maintaining GAME standards and values to ensure the customer leaves satisfied with their service
- Worked towards KPIs which are relevant to every transaction and conversation I have with customers, ensured I am providing excellent customer service while taking these into account
- Handled till transactions including cash, card, exchanges, returns, and refunds to ensure a seamless and accurate cash flow
- Took time to actively inform myself of the latest deals and reward programme benefits to aid my conversations with customers
- Maintained a clean, organised inventory and curated displays of rotating stock, ensuring this matches the commercial marketing which we are required to follow
- Completed various other tasks to a high standard in a sufficient time frame such as cleaning and sorting delivery all while taking the time to ensure I am meeting customer needs when they are in the store

Assistant Video Editor, Busby Video (June 2018-March 2020)

- Took raw video footage and turned it into a polished video with the use of Adobe Premiere, aiding my organisational and creative skills
- Streamlined the process of creating videos by having them fully edited within two weeks of the wedding being filmed, boosting my time-keeping skills
- Worked alongside the videographer and main editor and maintain direct communication wherever possible to ensure videos are of the highest standard

Additional Information

- I hold a valid UK driving licence which I achieved in February 2018.