

Multidisciplinary digital designer with strong skills in UI Design, Interaction Design, Visual Design and UX Design.

Combining in-depth knowledge of UX methodology with interaction and visual design skills, I create satisfying, intuitive products that delight users and meet business goals. I have experience in a diverse range of working environments, including client-side, startups and agency-side, with products for major clients such as LEGO and Xbox on my portfolio.

Experience & education

SEED STAGE STARTUP

Product Designer (Contract)

JAN 2020 +

UI Design, UX Design, Visual Design

Confidential seed stage startup, designing a new payment product

- Completed interaction & UI design for every user flow and product feature
- Collaborated with key stakeholders to map out product features
- Two week sprint to design, test and iterate key features for MVP launch
- Usability testing for validation of design concepts
- Visual design exploration to find the correct tone for the target audience
- Completion of pixel-perfect component library, ready for developer implementation

POINT HACKS

Product Designer (Contract)

OCT 2019 +

UI Design, UX Design, Visual Design

Full UX Design process for major website redesign - 300k+ monthly views

- Light-weight discovery phase to understand business and user issues
- Research-based persona creation and user journeys to define new product structure
- Expert review of current site and heuristic evaluation of competitors websites
- Sketching sessions with key stakeholders
- Content audit and card sorting session to define information architecture
- Iterative design process to produce mid-fidelity wireframe based prototype
- Usability testing
- Visual design exploration using style tiles
- Completed visual designs, ready for developer implementation

CPA AUSTRALIA

Creative Lead

JUL 2019 - OCT 2019

*UI Design, UX Design, Visual Design,
Digital Design, Creative Direction*

Creative lead & UI design role at a global accounting body

- Acted as CPA Australia's digital creative subject matter expert
- Completed all product design phases for major projects
- Documented creative and interaction design requirements for major projects
- Presented design concepts to high-level stakeholders and large audiences
- Conducted in-depth UX reviews & heuristic evaluations
- Provided pixel perfect designs for developer implementation
- Provided design tuition to team mates across the digital marketing team
- Ensured all design briefs with external agencies were completed to a high standard

LIQUID LIGHT

Digital Designer

FEB 2018 - MAR 2019

*UI Design, Visual Design,
Web Design, Branding*

Responsible for conducting end-to-end web design process including brand exploration

- Undertook UI Design, UX Design and Visual Design phases of each project
- Created pixel perfect, accessible website designs
- Explored visual identity and brand tone with clients
- Created component libraries to support developer implementation
- Followed an iterative design process comprised of wireframing & prototyping
- Worked closely with developers throughout the design process

EDELMAN

UX Specialist & Developer

MAY 2016 - APR 2018

*UI Design, UX Design,
Interaction Design, Front-end Dev*

UX Specialist role, designing products for clients such as LEGO, Xbox, and Sanofi

- Responsible for the design of a diverse range of products including chatbots & web apps
- Outlined our teams UX design process including discovery, definition & design stages
- Conducted research to create deliverables such as personas, user journeys, sitemaps etc
- Designed to an iterative process comprised of sketching, prototyping and testing
- Conducted lightweight "guerilla" style usability testing sessions
- Developed products using HTML5, SASS and frameworks such as Bootstrap & Foundation

SUSSEX SEO

SEO Specialist & Designer

MAR 2015 - FEB 2016

SEO, Web Design

Designing SEO focused websites and developing long term SEO strategies

- Managed my own client base
- Designed SEO focused websites
- Defined information architecture and content strategy to maximise SEO potential
- Implemented technical on-page SEO methods & developed long-term strategies
- Performed off-page link building techniques

ABSOLUTE RADIO

Assistant digital designer

- Uni placement year

*Web Design, Digital Design, HTML,
CSS, Photography, Social Media*

University placement year at one of the UK's best-loved radios and brands

- Designed microsites for clients such as Guinness, Amazon & 20th Century Fox
- Developed designs using HTML5 & CSS3
- Created digital assets inline the Absolute Brand other major clients brand guidelines
- Designed assets for a large range of apps and the main Absolute Radio website
- Contributed to social media coverage at festivals and events
- Made really good cups of tea

UNIVERSITY OF BRIGHTON

BA Digital Media - Grade 2:1

Sept 2011 - Jun 2015

A highly diverse curriculum and allowed me to explore a range of subjects, including:

- Visual Design
- UX Design
- Digital Marketing
- Programming
- IP Law
- Human-Computer Interaction
- Authoring Multimedia Applications
- Usability Evaluation
- Website design & development
- Time-based media