

Experience

TrustedHousesitters – Senior Product Designer (2 year FTC)

Jan 2023 – Dec 2024

Led end-to-end design for the Growth and Platform squads, shipping key flows that enhanced acquisition, activation, and retention across website and app.

- Optimised conversion and retention through data-driven design, using Amplitude and Mode to identify pain points points and validate improvements
- Improved decision-making with A/B testing and iterative design cycles, driving a 12% increase in new member conversion rate
- Undertook extensive user research, conducting workshops and interviews to uncover pain points, directly influencing product roadmap priorities
- Aligned stakeholders by clearly communicating design rationale and impact, securing executive buy in for key initiatives

PRODUCT STRATEGY PRODUCT DISCOVERY UX DESIGN DESIGN SYSTEMS

Freelance – Product Designer (4 years)

Jan 2019 – Dec 2022

For four years I led design within various Agile teams, driving successful business outcomes.

- **Everpress (1 year)**
Incrementally enhanced content discovery, increasing sales conversion rate by 10%
- **Flippa (1 year)**
Redesigned the core Create Listing flow, increasing listings launched by 12%
- **Thortful (3 months)**
Improved the address and checkout experience for iOS, increasing sales conversion rate
- **Pay AU (9 months)**
Led the 0 to 1 design of a new B2B payment platform, which has since processed 1bn+ payments
- **CPA Australia (6 months)**
Defined the information architecture for a major redesign of a financial institution

UX DESIGN UI DESIGN USER RESEARCH DESIGN SYSTEMS

Liquid Light – UI Designer (1 year)

Feb 2018 – Jan 2019

Completed the entire design process for Liquid Light’s clients, covering UX, UI, and visual design. Led brand exploration, wireframing, prototyping, and usability testing. Created pixel-perfect, accessible designs and component libraries for seamless dev handoff. Gained invaluable skills in client collaboration and design exploration.

UI DESIGN IxD BRANDING DESIGN VISUAL DESIGN

Edelman – UX Specialist & Developer (2 years)

Apr 2016 – Feb 2018

Defined and implemented a full iterative UX process, covering discovery, definition, and design phases, delivering digital products for clients such as LEGO®, Sanofi, T.J. Maxx and Xbox. Completed the development of products with HTML5,Sass and Bootstrap. Created a chatbot for LEGO® responsible for 25% of all in-season online sales.

UX DESIGN FRONTEND DEVELOPMENT HTML & CSS CHATBOT DESIGN

Education

BA Digital Media – University of Brighton 2:1

2011 – 2016 (2 years industry placement)

Studied a diverse curriculum with a strong focus on UX and HCI, covering usability evaluation, visual design, digital marketing, and website development. Gained hands-on experience during a two-year industry placement at Absolute Radio and Sussex SEO, honing skills in UX design, multimedia applications, and front end development. Focused on UX for my dissertation earning a 86% mark.

About me

With 9 years of experience, I drive positive business and user outcomes through end-to-end product design in collaborative, cross-functional teams.

Backed with a formal education in human computer interaction, I strongly advocate for the end-user, including their insights at all stages of the Product Design process, learning from them continuously.

Key Skills

UX Design, UI Design, Service Design, Product Strategy, Product Vision, Product Discovery, User Research, Data Analysis, Rapid Prototyping, Usability Evaluation, Design Systems

Tools

Figma, Amplitude, Adobe CC, Axure, UserTesting, HotJar, Mode, HTML & CSS

Writing

[How the best Product Teams channel a ‘Record Producer’ mindset](#) ↗