

Summary

- UX/Product Designer with 5+ years of experience designing for web apps, internal tools, low-code platforms and much more.
- Lead projects end-to-end, from user research and testing through to final UI design and developer handoff.
- Focused on creating clear interfaces, smooth workflows, and practical solutions to real user problems.

Technical Skills and Strengths

Tools: Figma, Sketch, Adobe Suite (as needed), HTML, CSS, knowledge of (PHP/jQuery)

UI Design: Design Systems Architect, strong visual design, effective handovers, prototyping (HTML/CSS)

Research: Led user interviews, usability studies, and A/B testing to inform iterative design decisions.

Other: Agile methodology, mentored junior designers, process generation, workflow optimisation and company strategy.

Experience



June 2024 - Present

Product Designer - Budibase (Low-Code Platform)

- Led a full redesign of Budibase's automation builder, making complex workflows easier to follow and troubleshooting more straightforward.
- Designed AI-driven features like app and code generation to support the platform's shift toward intelligent low-code tooling.
- Conducted focused user research with Maze, uncovering key pain points and directly influencing the future product roadmap.
- Improved core parts of the platform, including access control, settings, and filtering, to be more intuitive for both technical and non-technical users.
- Worked closely with leadership, engineers, and product owners to ensure design decisions aligned with user needs and business goals.



June 2021 - July 2024

UI/UX Designer - Dawson Andrews (Digital Agency)

- Spearheaded a comprehensive redesign initiative for a client, resulting in a 200% increase in user satisfaction and a 90% boost in conversions.
- Conducted extensive UX research (1,400+ responses) to uncover user pain points and guide design choices, demonstrating a commitment to evidence-based decision-making.
- Designed and launched new digital products, driving success from idea generation to completion.
- Collaborated effectively with product managers, engineers, and stakeholders throughout the project lifecycle to ensure seamless execution.

Other experience and freelance work available on [LinkedIn](#)

Hobbies

Black belt in Jiu-Jitsu with several years of Judo experience. Also enjoy fishkeeping, karting, and have a real love for dogs.

Education

Interaction Design, Bachelor Of Design

(May 2017 - May 2021)

Graduated with 1st Class Honours.

Interactive Media, Level 3, Extended Diploma

(2015 - 2017)

Achieved Distinction*, Distinction*, Distinction.