



Designer and co-founder since 2005.

I have won contracts with clients from global firms like NOKIA to successful startups like MADE.COM; assembled and managed creative delivery teams; and raised over £90,000 on KICKSTARTER for a start-up.

As a designer, I am committed to thorough process, collaboration and playfulness. I see effective design as a responsibility to the future.

Career History:

May 2015 – present	<i>Freelance Digital Design Consultant</i> Responsive design, UX, front-end dev for Made.com – I used a rapid iterative process of information architecture, prototype design and user testing to collaborate with senior stakeholders and validate my design hypotheses. I tested responsive features in-browser and on-device, creating a prototype pattern-library using the Bourbon framework. Mobile conversion is up, help centre calls are down.
2010 – 2015	<i>Co-founder & Design Director, Penrose Studio, digital consultancy</i> I was responsible for maintaining the quality of all our UX, design, and front-end work, providing brand consultancy, and pitching for new work. Our clients included The NHS, NYU, The University of Durham, CTRLio, The Line of Best Fit, Bell Pottinger, USAID, ILGA, Avox (now part of DTCC), WebWeWant, Decoded, PensionBee, WeatherMob, What on Earth Books, SweetSpot, Misys, and many more.
2011 – 2014	<i>Co-founder, Shoreditch Works, co-working & events company</i> Over three intense years we built a vibrant & engaged community of startups with 100+ full time members. I was responsible for the creation & communication of the brand, and designed 3 spaces in Shoreditch. We raised over £90,000 on Kickstarter to create a community space on Hoxton Square where we hosted & ran events in collaboration with: British Gas, IBM, NodeJS, Redmonk and many others. I exited in 2014.
2008 – 2010	<i>Creative Director, Tager Communications, creative consultancy</i> At Tager I did creative production, strategy and sonic branding. Our biggest account was with Nokia, providing a range of sonic services. We also did creative and strategic work with Bell Pottinger Sans Frontieres, including their work for Nokia UK and London 2012.
2005 – 2008	<i>Freelance graphic designer, web designer, photographer</i> As a young freelancer, I cut my teeth working with the Institute of Contemporary Arts, and on websites and record covers for Warner Music Group, Transgressive Records and Rockfeedback.

Education:

BA English Literature,
2:1, Kings College
London, 2005

Key Skills:

- Rapid prototyping (InVision, Sketch, PS)
- Front-end development (HTML5, SASS, JS)
- UX, documentation, planning, research
- Agile/Lean methodologies
- Brand strategy & design
- Content strategy
- Analytics

Additional Skills:

- Typography & type design
- Photography & retouching
- UI Quality Assurance
- Version control (Git)
- Wordpress, PHP
- Research
- SEO