



Designer and co-founder since 2005.

I have won contracts with global firms like NOKIA and successful startups like MADE.COM; assembled and managed creative delivery teams; designed user experiences for BMW and HYPERLOOP ONE; and raised over £90,000 on KICKSTARTER for a coworking start-up.

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

April 2016 – present	<i>Senior UX Designer, Reign Design Shanghai</i> After moving to China, I joined Reign Design. Here I work directly with clients like BMW China & Hyperloop One, bringing lean, user-driven design practices and rapid prototyping methodologies to both international and China-focused mobile apps and web experiences.
May 2015 – present	<i>Freelance Digital Design Consultant</i> Among other clients, I provided responsive design, UX, front-end dev for Made.com – I used a rapid iterative process of information architecture, prototype design and user testing to create stakeholder consensus 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, CTRLio, The Line of Best Fit, and many more.
2011 – 2014	<i>Co-founder, Shoreditch Works, London co-working & events company</i> Over three years my team and I 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, and hosted events in collaboration with British Gas, IBM, NodeJS and 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 provided creative and strategic consultancy for Bell Pottinger Sans Frontières, including projects with 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 (Framer, 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