

## Experience

### Junior Digital Designer – Disciple Media

*March 2019 to August 2020*

- Greatly improved consistency across all touchpoints by building and maintaining the company design system, which saw a 100% adoption rate.
- Increased website conversions by 24% after conducting usability tests and using the results to guide improvements to the homepage.
- Worked closely with the Product Managers and Developers, ensuring technically feasible designs that aligned with both the business requirements and user needs.

### Digital Design Intern – Tamassy Creative

*March 2018 to March 2019*

- Met with clients in order to fully understand their business goals, ensuring they were delivered high-quality responsive websites that went beyond their expectations.
- Created sitemaps, wireframes and prototypes to communicate user flows and interactions to developers.
- Collaborated with the Developers to ensure consistent, pixel-perfect implementation of designs.

## Education

### Digital Arts – The University of Kent

*September 2014 to July 2017*

First Class Bachelor's Degree with Honours

### Moulsham High School

*September 2007 to June 2014*

**A Levels:** Media Studies (B) • Geography (C) • Psychology (C)

**GCSEs:** Nine GCSEs graded A to C including English, Maths and Science

## Skills

### Design

User research • User flows • Information architecture • Wireframing • Prototyping • Design systems • Visual design  
Animation • Interaction design • Accessibility • Usability testing • A/B testing • Analytics

### Design tools

Figma • Sketch • InVision • Adobe XD • Photoshop • Illustrator • InDesign • After Effects

### Web development

HTML • CSS • JavaScript