

## SUMMARY

Results-oriented UX/Product professional with a history of driving business growth. Instrumental in securing successful exits for 2 start-ups and achieving profitability for 2 co-owned businesses.

## CAREER DETAILS

### Co-Founder, Product & Design, Wizeclub Education - 2021-Present

- built a cross-functional team of 7 people
- led redesign of online education platform (+35% user engagement, +20% course completion rates)
- streamlined onboarding (-50% average onboarding time, +25% retention rate, enhancing customers' LTV)

### Partner, C6mon Agency - 2019-2021

- led a cross-functional team of 5 people
- optimised landing / social media funnels conversion, driving traffic to clients' Kickstarter
- achieved 200%-450%+ of clients' Kickstarter goals

### Design Director, Kortext - 2018-2019

- build and led a team of 5-8 people, led Research & Design, co-led Product
- initiated and drove transition from *waterfall* to *agile* product delivery
- defined/delivered roadmap for web, mobile, desktop apps (156% YoY growth of B2C eCommerce offering)

### User Experience Design Lead, KPMG - 2017-2018

- delivered multi-million consulting cases to prominent banking, oil and gas companies
- co-ordinated varied levels of UX engagement across projects, to suit requirements and constraints
- led multi-disciplinary teams through full product research, design and development cycles

### User Experience Lead, RefME (acquired by Chegg, Inc.) - 2015-2017

- led a team of 4-6 people, contributed to rapid growth (1.5M+ users globally in under 2 years)
- led design and launch of an additional product, became #1 worldwide, additional 50%+ to user base
- played a pivotal role in developing products, making it an attractive acquisition for Chegg

### UX Designer, Lifecake (acquired by Canon Inc.) - 2012-2015

- joined as the first employee, contributed to the company's growth from 0 to 350,000 registered users
- optimised onboarding process (3X user retention), cross-channel marketing funnels (+30% conversion)
- key contributor to the company's successful acquisition by Canon

## EDUCATION

Graphic Design, BA Hons, Kingston University, London, UK - 2011-2012

## SKILLS

Business focus, design/product strategy, team leadership, stakeholder management, cross-functional synergy, research, wireframing, prototyping, visual design, interaction design, usability, product launches and optimisation, problem-solving, adaptability, and, yes, design thinking.

## INTERESTS IN LIFE

Noticing bad designs in the world and immediately telling others around me about it, sometimes even suggesting solutions. Reading authors like Vonnegut and Bukowski, and Seneca, and so on. Listening to music like The Smile, Broadcast, Tame Impala and Portishead. Cycling to work and to the beach.

Running, hiking, skiing, windsurfing. Changing things.