

Goal-driven and ambitious professional with over 8 years' experience in digital website design to enhance user experiences and user interfaces. Highly organised team-player adept at partnering with peers and collaborating with clients in developing bespoke design solutions to meet diverse branding needs across a range of online and print platforms in a pressurised agency environment. Expert in design software tools including Figma, Sketch and Adobe CS.

Areas of Expertise

- Website, UX & UI Design
- Digital Design Workshops
- Design Principles
- Adobe CS, Figma, Sketch
- Design Ideation
- Market Research & Analysis
- Understanding Design Briefs
- Design Process Best Practice
- Knowledge of HTML5 & JS
- Client & Stakeholder Relations
- CMS Systems (eg HubSpot)
- Usability Testing

Professional Experience

Prolific, Remote/London

Jan 2023 – Present

Senior Digital Designer, (Permanent Fixed Term Contract, FTC)

Prolific is a fast growing start up specialising in online research with 130K+ participants and thousands of well-known household names using the platform to conduct their research. Having received \$33.7M in funding they are cutting edge within the AI market - with companies using Prolific for human-in-the-loop training of their LLMs.

After Prolific worked with an external agency to re-brand, I was brought in as an FTC to roll out the brand using the guidelines. This consisted of updating the online marketing assets such as the website, display ads, social media posts, infographics, and refreshing the printed marketing materials including conference stands, flyers, business cards and eBooks. Finally creating merchandise to entice employees and customers enhancing their experience.

Blend Digital Agency, Reading

2022 – 2023

Senior Digital Designer

I worked with a variety of B2B clients using best practice principles to create a seamless high quality experience across the various digital channels, specialising in web and mobile. As an agency we were passionate about delivering pixel perfect designs ensuring work went through a vigorous proofing stage.

As a senior designer it was our role to conduct both UX and UI for our website projects working closely with other members of the team, holding wireframe workshops, using FigJam, to create a space to collaborate with copywriters and strategists on the best practices and outcomes for our clients. Presenting our high-fidelity design prototypes to key stakeholders alongside our account managers, getting real time feedback and managing the loop was part of day-to-day life.

From a creative aspect reporting to the Creative Director, I loved working with other junior and senior designers alongside art directors to bounce ideas off each other and push the boundaries. Nurturing junior designers to deliver their best work is also something I am passionate about. Finally, I drove the expansion of the team and recruited new designers, alongside maintaining my network of designers within LinkedIn.

Examples of my work:

- <https://www.bcas.io/> and <https://www.connectfibre.co.uk/>

Own end-to-end design process - discovery, pitching/concepts, research, personas, user journeys, information architecture, mood boards, wireframes and full designs for both mobile and desktop. Conduct in-depth market research and assess business requirements to influence design concepts and ideas. Facilitate client design workshops. Create innovative marketing strategy and materials aimed at promoting digital campaigns across online and print platforms and ensuring optimal brand positioning and alignment.

- Sole designer on a broad range of website designs and working with developers and client to refine the designs to produce beautiful, intuitive website experiences.

Jubilee Day Nursery, Padworth, Reading
Digital Designer

2017 – 2019

Established four brand identities with marketing assets (logos, fonts, photographs, complementary graphics). Conducted extensive end-to-end design process to deliver four websites using Adobe Creative Suite (research, wireframes, parent user workshops, user journeys, information architecture, mood boards and full designs). Liaised with internal copywriter and managing the project lifecycle and designer/developer workflow with an external development agency.

- Reshaped all company websites including [Jubilee Day Nursery](#), [Jubilee Gems Nursery](#), [Jubilee Jets](#) and [The Old Rectory Wedding Venue](#).

Brandspot Designs, Burghfield Common, Reading
Freelance Designer

2016 – 2017

Directed consultations with diverse clients to gather design specifications and agree upon project timelines, budgets, and high-level expectations. Completed full-cycle product and website designs to aid customer efforts in increasing brand awareness and reputation.

- Built a loyal customer base through a strategic network of contacts.

Touch Digital Agency, London UK
UX & UI Researcher and Designer

2015 – 2016

Carried out a full-cycle brand audit for one of the company's key clients, Draper Tools. Compiled research and presented innovative branding concepts to the customer, aiding business development efforts. Liaised with colleagues to review existing designs and propose potential enhancements.

University of Winchester, England
Content Researcher & Promoter

2014 – 2015

Coordinated with the Hampshire Record Office and internal staff members in the collection of necessary information. Partnered with a Visual Artist to create a graphic timeline showcasing the history of the university.

- Gained hands-on exposure to time management, workload prioritisation, and effective collaborating skills needed to drive project outcomes.

Additional Experience

Design Apprentice, Microsoft, Reading, UK,

Design Apprentice, Webb deVlam, London, UK

Education

Bachelor of Arts in Digital Media Design (1st Class Hons)

Winchester University, England, 2014

A Level's in Drama, Performing Arts, and Media Studies

The Willink School, Burghfield Common, Reading, 2011

11 GCSE's including ICT (A)

The Willink School, Burghfield Common, Reading, 2009