

## SUMMARY

I apply a methodical approach to understanding problems, possess strong attention to detail and am passionate about craft. My skill set lies at the intersection between product, design and engineering enabling me to work effectively across teams.

## SKILLS

### User research

Understanding users, their goals and pain points using various methods to generate actionable insights including surveys, usability testing, heuristic evaluation, competitor analysis and journey analytics.

### Interaction design

Collaborating with product, content, engineering and other stakeholders as part of an iterative design process, crafting polished experiences that resonate with users and deliver business value.

### Experimentation and testing

Developing hypotheses based on observations and measuring the impact of experiments on success metrics through intent tests, A/B testing and conversion rate optimisation (CRO).

## EXPERIENCE

### Booking.com

The world's leading provider of online travel and related services.

SEP 2016 - MAR 2021

### Lead Designer

Responsible for design across the Peace of Mind product group. My role involved influencing, communicating and delivering design efforts aligned with the group's mission to provide customers and partners with clear and simple insurance that removes anxiety alongside involvement in wider design team initiatives.

### Achievements

Researched, designed and tested features including an improved product detail page across mobile and desktop offering customers more choices and clearer information.

Contributed towards improving team culture through facilitation and participation in co-design activities and by securing sponsorship and coordinating meet-ups and conferences.

Developed a tool to help teams identify ways of conducting user research and successfully made a case to extend licensing agreements of research tooling.

Increased consistency and reuse of components across the customer journey and created documentation reducing compliance risk and time to onboard contributors.

NOV 2015 - SEP 2016

### Senior Designer

Senior-level individual contributor across several Customer Service product teams. Designed new Help Centre and Live Chat features and improved transparency of information through the booking funnel achieving reductions in contact and cancellation.

DEC 2008 - NOV 2015

### Freelance

Independent freelance and contract design for various brands including BBC, Channel 4 and Tesco. Engagements ranged from developing prototypes and conducting user research to UI design and front-end development of responsive websites.

## **IG**

A global leader in online trading and investments.

**MAR 2005 - DEC 2008**

### **Head of Design**

Managed team responsible for UI and interaction design of award-winning online trading platforms. Established consistent visual design across an international range of brands and products.

**DEC 2003 - MAR 2005**

### **Senior Designer**

Assembled a cross-functional design team during a period of rapid company growth. Delivered localised public-facing marketing websites and campaign assets supporting international expansion.

**DEC 2001 - DEC 2003**

### **Web Designer**

Part of the web team responsible for delivering financial and sports spread betting products during the period when the business began processing the majority of transactions online.

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**AUG 2001 - DEC 2001**

### **Tactical Marketing Group**

Integrated marketing services for well-known brands.

### **Contract Web Designer**

Designed marketing campaign websites and interactive games for clients including GlaxoSmithKline and Virgin Atlantic.

**JUN 2000 - AUG 2001**

### **Future plc**

Specialist media publisher.

### **Online Editor**

Responsible for developing website features, creating/sourcing content and engaging with audiences through online channels.

**NOV 1998 - JUN 2000**

### **Auto Trader Group plc**

UK and Ireland's largest digital automotive marketplace.

### **Web Designer**

Website and online marketing campaign design and production.

## **VOLUNTEERING**

**NOV 2015 - PRESENT**

### **Northern User Experience (NUX)**

#### **Organising committee member**

A not-for-profit organisation run by volunteers which organises regular free UX meet-ups in cities across the North of England and an annual one-day conference which attracts high-profile international speakers and an audience of up to 600 professional delegates.

## **EDUCATION**

**1995 - 1998**

### **University of Plymouth**

#### **BA (Hons) Media Arts, Communication and Media Studies**

Developed critical thinking and practical skills across digital, moving images and photography.