

FREELANCE EMPLOYMENT HISTORY

AIRGRAFT, MONTREAL

(Oct 2018 – Oct 2019)

Position: Senior Digital Product Designer

Client: N/A

- Defining personas, user stories, journeys and flows
- Working closely with the product owner and stakeholders to define a backlog and MVP release
- Prototyping and testing core flows and patterns
- Writing extensive documentation for development handover

B-REEL

(Jun 2018 – Oct 2018)

Position: Senior Designer and Art Director

Client: LVMH, Loro Piana

- Wireframing and prototyping concepts for the Loro Piana Journal
- Working alongside the other Art Director to define UI and visuals for the Journal
- Working with brand agency Commission to define art direction for LVMH's latest ecommerce platform. Currently under a strict NDA
- Creating all UI, shared symbols and text libraries. Managing these for the team

CLUBHOUSE

(May 2018 – May 2018)

Senior Designer

Client: Adidas x Stella McCartney

- Working closely with the Head of UX on Interaction designs, including wireframing and prototyping in Principle
- Working from successful prototypes and incorporating the campaign's art direction to produce production ready designs for the Adidas development teams

B-REEL

(Feb 2018 – April 2018)

Senior Designer

Client: Gucci, Loro Piana (LVMH), WWF/Netflix

- Designing concepts for both UI and Art Direction for the Gucci Smart watch
- Preparing for the re-launch of loropiana.com. Assisting the Design Director with progressing the project and consulting on the use of Sketch and symbol libraries
- Intensive two week sprint designing concepts for WWF's new online library which will accompany a series of documentaries to launch on Netflix

SKILL SET

UI DESIGN

Designing clean and highly engaging interfaces, building scalable and reusable component libraries.

INTERACTION DESIGN

Working alongside UX specialists to design wireframes, build interactive prototypes, test and iterate.

DIGITAL TYPOGRAPHY

Defining elegant typographic scales and building responsive grid systems.

IDENTITY DESIGN

Designing and crafting logos, marks, icon sets, icon fonts and svg sprites in line with brand guides and existing identities.

BRAND GUIDES AND DOCUMENTATION.

Documenting design systems allowing for the cohesive and consistent progression and application of its patterns and components.

TOOLS

SKETCH**PRINCIPLE****FRAMER*****GLYPHS*****INVISION****ADOBE CREATIVE SUITE****KEYNOTE**

*In training

R/GA
Sept 2017 – Dec 2018)
Associate Design Director

Client: Three Mobile

- Designing, building and testing prototypes (iOS and Android) for Three Mobile's loyalty app, Wuntu
- Expanding the design system and creating a master library allowing for various offices (client-side and agency) to work from one shared source
- Moving concepts from prototype through to delivery (offshore)

MOVING BRANDS
(Aug 2017 – Sept 2017)
Senior UI Designer

Client: The Internet Society

- Designing content managed platform including blog, event booking, donation, member registration and member directory
- Creating UI kit and library from existing design

FITCH
(June 2017 – Aug 2017)
Senior UI Designer

Client: Lynk&Co

- Concepting and prototyping the microsite, ecommerce and vehicle configurator design for Volvo's sister brand Lynk&Co

CRABTREE & EVELYN
(March 2017 – May 2017)
Senior UI Designer

Client: N/A

- Comprehensive ecommerce platform redesign and digital rebrand with extensive use of Sketch symbols and prototyping in Principle
- Writing extensive documentation for offshore delivery

PERMANANT EMPLOYMENT HISTORY

ANALOGFOLK
(Sep 2014 – Jan 2017)
Senior UI Designer

- Working within a large design team on digital products and campaigns
- Key projects: include the HSBC mobile banking app, Dulux paint platform and plymouthgin.com

ETCH
(Jul 2012 – Apr 2014)
UI/UX Designer

- Designing Etch's own and client digital products
- Involved in User Experience, Information Architecture, Project Planning, Branding and Art Direction

MOTILO.COM
(Jan 2011 – Jan 2012)
Graphic Designer

- Designing web pages, iPad apps and magazines, micro sites and boutique shops, Graphics for online campaigns, newsletters, mail-outs and press releases
- Creating and developing logo and brand design within the agency. This included web design, brochures, stationery and large format exhibition pieces

NEBULO STRATA
(Mar 2009 – Oct 2011)
Graphic Designer