

Freelance employment history

Skill set

<b>FANTASY</b> (Aug 2020 - Oct 2020) Position: Senior UI Designer  Client: Under NDA	<ul style="list-style-type: none"><li>- Developing the UI art direction based on initial design phase</li><li>- Managing a junior designer to assist with ancillary design tasks</li><li>- Designing extensive flows and ecommerce templates, with frequent collaboration and reviews from the UX team</li></ul>
<b>ANALOGFOLK</b> (April 2020 - Aug 2020) Position: Senior UI Designer  Client: BigUp.ai, Diageo	<ul style="list-style-type: none"><li>- Working closely with UX Lead to prototype and test core flows and patterns</li><li>- Producing documentation for offshore development handover</li><li>- Creating all UI, shared components and text/style libraries, as well as onboarding Analogfolk design team with Figma</li></ul>
<b>PATTRN STUDIOS</b> (Dec 2019 - April 2020) Position: Senior UI Designer  Client: Rutherford Medicine	<ul style="list-style-type: none"><li>- Designing and prototyping new features for streaming video platform</li><li>- Extending and maintaining the Rutherford design system, including: shared libraries, UI components and shared type styles</li><li>- Designing campaign and micro sites</li></ul>
<b>AIRGRAFT</b> (Oct 2018 - Oct 2019) Position: Senior Digital Product Designer  Client: N/A	<ul style="list-style-type: none"><li>- Defining personas, user stories, journeys and flows</li><li>- Working closely with the product owner and stakeholders to define a backlog and MVP release</li><li>- Prototyping and testing core flows and patterns</li><li>- Writing extensive documentation for development handover</li></ul>
<b>B-REEL</b> (Jun 2018 - Oct 2018) Position: Senior Designer and Art Director  Client: FENTY, Loro Piana	<ul style="list-style-type: none"><li>- Working alongside the other Art Directors to define UI and visuals for FENTY Ecommerce platform</li><li>- Creating UI for all platform areas. Defining and maintaining all shared symbols and text libraries. Extensive micro interaction prototyping in Principle.</li><li>- Wireframing and prototyping concepts for the Loro Piana Journal</li></ul>
<b>CLUBHOUSE</b> (May 2018 - May 2018) Senior Designer  Client: Adidas x Stella McCartney	<ul style="list-style-type: none"><li>- Working closely with the Head of UX on Interaction designs, including wireframing and prototyping in Principle</li><li>- Working from successful prototypes and incorporating the campaign's art direction to produce production ready designs for the Adidas development teams</li></ul>

<b>UI DESIGN</b> Designing clean and highly engaging interfaces, building scalable and reusable component libraries.
<b>INTERACTION DESIGN</b> Working alongside UX specialists to design wireframes, build interactive prototypes, test and iterate.
<b>DIGITAL TYPOGRAPHY</b> Defining elegant typographic scales and building responsive grid systems.
<b>IDENTITY DESIGN</b> Designing and crafting logos, marks, icon sets, icon fonts and svg sprites in line with brand guides and existing identities.
<b>BRAND GUIDES AND DOCUMENTATION</b> Documenting design systems allowing for the cohesive and consistent progression and application of its patterns and components.

Tools

<b>FIGMA</b>
<b>SKETCH</b>
<b>PRINCIPLE</b>
<b>FRAMER*</b>
<b>GLYPHS*</b>
<b>INVISION</b>
<b>ADOBE CREATIVE SUITE</b>
*In training

**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

**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 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 mircosite, 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

**MOTOLO.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

**NEBULO STRATA**

(Mar 2009 – Oct 2011)

Graphic Designer

- Creating and developing logo and brand design within the agency. This included web design, brochures, stationery and large format exhibition pieces