



As an end-to-end product designer, I work with big brands, agencies and start-ups. Bringing their digital products to life through research, development, collaboration and design.



## EXPERIENCE

### Senior Digital Designer | Founder of Ribbon Creative

May 2016 to present

#### Clients

IBA.aero, Breaking Convention, LEON Restaurants, Pan Macmillan

### Virgin Holidays | Senior Product Designer

May 2016 to present

#### Responsibilities

- Working with the technology and design team to deliver Agile managed projects
- Developing and implementing a pattern library
- Collaborating closely with key stakeholders, product owners and developers
- Delivering innovative new features such as bookable multi-destination holidays online
- Leading a user-centered design approach at Virgin Holidays

### Penguin Random House | Digital Design Lead

September 2013 to May 2016

#### Responsibilities

- Formulating digital strategies and campaign ideas
- Setting up an Agile process for product design/development utilising customised software
- Overseeing all digital output across Penguin Random House
- Managing a team of designers and developers
- Prioritising workloads including scaling up and down with freelance resource
- Providing creative leadership and mentoring junior members of the team
- Key stakeholder across website redesign projects
- Developing and managing brand guidelines
- Working closely with all publishing divisions to develop and drive a shared vision

#### Clients

Penguin, Puffin, Ladybird, Penguin Random House

## FEATURED PROJECTS

Virgin Holidays

Penguin Books

IBA.aero

Breaking Convention

Autositechecker

Caitlin Moran

## KEY SKILLS

Sketch, Invision, Adobe Creative Suite, UX/UI design, Wireframes, Concepts, Prototyping, Responsive Design, HTML, HTML5, CSS, Testing, Animation, Video Editing

## EXPERIENCE

### iris Worldwide | Senior Digital Designer

July 2009 to September 2013

#### Responsibilities

- Formulating digital strategies and campaign ideas at a leading digital marketing agency
- Hands on design, integrating cutting-edge industry trends and technologies
- Working on Agile managed projects for Sony Mobile and Volkswagen
- Meeting with clients to understand their needs and propose new creative solutions
- Main technical point of contact for Barclaycard and Monarch clients
- Collaborating with strategists, creatives, project managers, IA/UX, developers
- Overseeing the design process on multiple briefs for the whole project cycle
- Estimating, budgeting and providing technical specifications for projects
- Ensuring best practices are adhered to and projects delivered on time and on budget
- Keeping up with new technologies and acting as a guide and inspiration for others

#### Clients

Barclays, Barclaycard, Monarch, Unilever, Volkswagen, Dominos, Sony Mobile, Speedo, Philips, Dairycrest

### Grey G2 | Senior Digital Designer

December 2007 to July 2009

#### Responsibilities

- Researching, conceptualising and designing websites, social media integration
- Presenting designs and discussing their rationale with clients
- Translating designs into hand coded, pixel perfect, compliant XHTML/CSS markup
- Optimising code for cross browser and cross platform compatibility
- Overseeing the output of junior team members, providing support and assistance

#### Clients

Morgan Stanley, Goldfish, M&G Investments, Nestle, Swatch, Nick Jr, BAT

### Global Beach | Digital Designer/ Developer

April 2004 to December 2007

#### Responsibilities

- Bridging the gap between creative and technology to produce engaging digital media
- Producing user friendly designs utilising layout and grid techniques
- Hand coding HTML and working within a CMS environment
- Reviewing final work with an exacting eye, ensuring flawless graphics and layouts

#### Clients

B&W, Bentley, Ford, Jaguar Cars, Land Rover, Aston Martin, Center Parcs

### Medaxial | Digital Designer/ Developer

June 2002 to April 2004

#### Responsibilities

- Design and development of multimedia applications for the global healthcare industry

#### Clients

GlaxoSmithKline, Lilly

## QUALIFICATIONS

BA Hons Digital Media and

Technology (upper 2:1) University of  
Leeds 1999-2002

Halifax Prize Winner for Academic

Year University of Leeds 1999-2000

A-Levels English Literature & History

11 GCSE's St. Georges College,

Weybridge

## CONTACT

linkedin

email

portfolio