

I have been perfecting my craft for the last 15 years. More recently, as a freelance digital designer, working with top UK companies, delivering exceptional digital experiences with a user-centered design approach.



EXPERIENCE

Ribbon Creative | Director / Freelance Senior UI/UX Designer
May 2016 to present

Various clients including:

Publicis Sapient | Experience Lead
December 2020 to December 2022

Responsibilities

- Leading a team of UI and UX designers across various time zones
- Collaborating closely with key stakeholders, product owners and developers
- Advocating research based design across various initiatives
- Delivered the vision for an ecommerce project for a major automotive company
- Providing creative leadership and mentoring junior members of the team

The Unit | Freelance Senior UI/UX Designer
June 2020 to September 2020

Responsibilities

- Setting out a digital strategy and delivery process for EDF's renewable energy initiative
- Competitive benchmarking, organising design workshops; leading persona creation and facilitating user testing
- Creating an Agile process within the EDF design and marketing department
- Collaborating closely with stakeholders, product owners, designers to produce lo-fidelity wireframes, prototypes and pixel-perfect hi-fidelity UI designs

Virgin Holidays | Freelance Senior Product Designer
May 2016 to March 2020

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

RECENT PROJECTS

Virgin Holidays

Penguin Books

IBA.aero

Breaking Convention

Caitlin Moran

KEY SKILLS

Figma (wireframes & prototyping), Sketch, Invision, Adobe Creative Suite, UX/UI design, Wireframes, Concepts, Prototyping, Responsive Design, HTML, HTML5, CSS, Testing, Animation, Video Editing

EXPERIENCE

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

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

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 mark up
- 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

Clients

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

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