

**A highly skilled senior product designer,  
I work with top UK companies, delivering  
exceptional digital experiences with a  
user centred design approach**



## EXPERIENCE

### Virgin Atlantic – Freelance Senior Product Designer

Aug 2022 to Dec 2024

- Unifying the customer experience of two distinct brands, contributing to both visual design and strategy, while navigating and aligning the views of C-suite executives
- Shaping the strategy for the website navigation redesign, collaborating with senior stakeholders to enhance the user experience while supporting key business objectives
- Streamlining the user experience and developing a strategy to boost Virgin Atlantic's Disney product sales and reclaiming the market share from competitors

### Sage – Freelance Senior UI / UX Designer

Feb 2022 to Jul 2022

- Collaborating closely with the Chief Risk Officer to create a 0-1 product, providing Sage customers with reassurance about their privacy and security
- Leading the transition from concept to MVP development, whilst laying a strong foundation for future design iterations

### Publicis Sapient – Freelance Experience Lead

Dec 2020 to Dec 2021

- Engaging with the VP of Global Customer Experience to create an innovative and seamless customer journey for the global launch of Nissan's latest model, Ariya
- Reimagining the entire experience, from the browsing process and car configuration to the upselling of ancillary products, ultimately pioneering a streamlined path for customers to pre-book and purchase a car online

## RECENT PROJECTS

[Virgin Atlantic](#)

[Sage – Security Hub](#)

[EDF Energy – Green Home Hub](#)

## KEY SKILLS

Figma, Figjam, Miro, Mural,  
Sketch, Adobe Creative Suite,  
HTML, HTML5, CSS

## SERVICES

UX discovery and research  
Content architecture  
Wireframes & prototyping  
User testing  
Creative concepting  
Visual design and UI  
Data analysis and optimisation  
Design system creation  
Digital strategy

## EXPERIENCE

### EDF Energy – Freelance Senior UX / UI Designer

Jun 2020 to Sep 2020

- Setting out a digital strategy and delivery process for [EDF's renewable energy initiative](#)
- Testing the hypothesis that offering expert heating advice will drive customers to explore alternative energy and trust EDF to meet their needs
- Designing a "Green Home Hub" to educate customers and encourage them to consider a lower carbon future

### Virgin Holidays – Freelance Senior UI / UX Designer

May 2016 to Apr 2020

- Designing a date-widening bar for holiday search results, an innovative feature implemented to enhance the user journey and improve holiday availability
- Crafting new features such as bookable multi-destination and cruise holidays online working closely with senior stakeholders

### Penguin Random House – Digital Design Lead

Sep 2013 to May 2016

- Playing a pivotal role in pushing the vision to transform the perception of Penguin and its related brands in an ambitious project to align all their digital offerings under one website – [penguin.co.uk](http://penguin.co.uk)
- Facilitating creative workshops and developing design strategies to drive growth in key verticals, specifically crime and food

### iris Worldwide – Senior Digital Designer

Jul 2009 to Sep 2013

- Driving the strategy and design for the agency's own websites, working on both external and internal campaigns while reporting directly to the CEO
- Creating websites using HTML and CSS within the .NET framework for major brands like Unilever, Sony, and Barclaycard, overseeing projects from concept through to completion

### Grey G2 – Senior Digital Designer

Dec 2007 to Jul 2009

- Researching, conceptualising and designing websites with 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

## QUALIFICATIONS

BA Hons Digital Media and

Technology (upper 2:1)

University of Leeds

Halifax Prize Winner for

Academic Year – University of  
Leeds

A-Levels English Literature,

History

11 GCSE's St. Georges College,

Weybridge

## CONTACT

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[portfolio](#)