

A highly skilled freelance senior product designer, I work with top UK companies, delivering exceptional digital experiences with a user-centered 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 Apr2020

- 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
- 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](#)