

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



## EXPERIENCE

### Visa – Contract Experience Designer

Apr 2025 to present

- Collaborating with product, business and technology experts to define scope, creating Figma screens, understanding research ask and budget needs
- Working closely with the larger design and product team at Visa to create UI mockups
- Responsible for the UX guideline client review process including client workshops, internal regional support and training
- Incorporating research into Visa design processes – ensuring designs and interactions are user tested and iterated based on user feedback
- Championing B2B client experience and advocating for Visa clients

### Virgin Atlantic – Contract 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 – Contract 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

## 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 conceptualising

Visual design and UI

Data analysis and optimisation

Design system creation

Digital strategy

## EXPERIENCE

### Publicis Sapient – Contract 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

### EDF Energy – Contract 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 – Contract 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
- 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

### Grey G2 – Senior Digital Designer

Dec 2007 to Jul 2009

## 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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