Write an ABOUT page

Hi, I'm Gin, a UX/UI Designer. Previously an Interior Designer, user-centric design was always at the forefront my practice of more than 10 years. Empathic by nature, understanding my clients' problems and solving them were vital in creatively incorporating their vision and values into physical space, transforming it into a welcoming inclusive environment and providing better overall experience.

But it was my entrepreneurial pursuits that exposed me to the fields of branding, content creation and web design, where I honed skills that impacted the growth and presence of the brand, resulting in increased user satisfaction, retention and revenue. This was the catalysts to my interest and decision to upskill and transition to become a UX/UI Designer.

Combining years of experience and accumulated skills, I am excited to continue to implement effective ideas into user-friendly and visually appealing digital products that will improve user experience, add value to a business and connect them in sincere ways to their customers.

My Key Skills Include:

Usability Testing

Design Research & Strategy

Wireframing

Prototyping

Branding

Basic HTML, CSS, Java Script

Tools:

Figma

Photoshop

On my downtime, you'll find me going for a run or row, journaling and doing self-care activities. I love a good mantra, coffee mornings, deep chats and traveling with the purpose of feeling like a local. My human design is Generator and I truly believe life is balance between comfort and freedom.