

about

UI/UX agile designer with a background in fashion design focused on innovating, communicating and simplicity. Keen eye for detail focused on keeping the user at the base of decisions throughout the design process.

education

Apr '21-present

Career Foundry

Diploma in UX Design
(UI specialization)

'15-'19

Heriot-Watt University

BA (Hons) Fashion
Design

Aug-Dec '17

Jefferson University

(Philau) Semester
Abroad

'14-'15

Glasgow Caledonian University

Fashion Brand Retailing
Diploma

skills & tools

Competitor analysis, user research, user flows, wireframes, style guides, prototyping.

Adobe XD, Photoshop, Illustrator, InDesign, Figma, Usabilityhub.

ui/ux projects

“Hikely”

Jul-Aug '21

Web responsive walking app

- Using UX research processes I designed screens that prepares and navigates users through walks.
- Designed using Adobe XD.

Enular

Jul '21

Website and brand design

- Responsible for web and logo design for tech start-up delivering a platform for algorithmic trading.
- Built using Adobe XD & Flgma.

“DotVintage”

May-Jun '21

Vintage clothing app

- Worked from a brief defining the target audience with key functionalities using UI/UX skills to create a user focused screens.
- Created using Adobe XD.

work experience

Gino Cerutti

Feb-Mar '20
London

Fashion design intern

- Communicating with buyers about design options and deliveries from China with the difficulties linked to Covid19.
- Design processes to spot improvements, highlight popular buyer habits and quality check garments in high volume with fast turnovers.

freelance

Romsabi Art

Jun '21- Dec '21
London, remote

Lead social media & web design

- Built a new website using Wordpress (Divi) with a time constraint of a month.
- Updated all social medias, Etsy and Shopify starting from scratch creating a new brand image gaining more online recognition.

Leung Design

May '20-present
(inst - @leung_design)
Glasgow

Etsy & custom illustrations

- Started Etsy selling line illustrations with a lot of competition on the site, I grew my store to over 80 sales within the first 6 months.
- Produced illustration commissions outside of my own personal style, learning to be flexible and working to the person's brief with short time frames.

Torrance Parish Church

Sep - Dec '19&'20
Glasgow

- **Head Costume Design**
- Costume design for up to 22 outfits for 2 productions in a 4 month run up to shows raising money for charity.
- Aligning designs to fit character briefs, and making last minute changes with new ideas throughout show development stage.