

## HUMAN EXPERIENCE DESIGNER

I am a creative problem solver with a passion for making and teaching. My drive is to find elegant and practical solutions that are meaningful and make a difference.

## SKILLS

**Product Design, Service Design, UX Design, UI Design, Usability, Accessibility, Research, Testing, Prototyping, Wire-framing, Design Sprints, Lean UX, Agile development, HTML, CSS.**

[View full portfolio / project write-ups \(including interactive prototypes\)](#)

## EXPERIENCE

### **WEB DESIGNER / DEVELOPER** – MAY 2014 - PRESENT SELF-EMPLOYED

From research and hypothesis to prototyping and testing, I've done all sides. Over the last 4 years I've worked with CEOs to school children, in workshops and in CSS, to deliver real change that makes a difference in people's lives.

- Story telling: teaching, writing, drawing.
- Scrum, agile, design sprints.
- Sketch, Axure, Omnigraffle, HTML and CSS (with some JS).
- All screen sizes from watch face up to lecture hall projection screen.
- Leading teams of developers and other designers.

### **UX DESIGNER (CONTRACT)** – MARCH 2018 - JUNE 2018 PROJECT IMAGINE

Project Imagine seeks to create a "second-generation" challenger bank and wealth management platform. It's USP was granting access to high return products based on "good financial behaviour" and not on one's net worth.

I was hired to kickstart the process and create the native app that would tackle the complex, but every-day, financial problems faced across a range of customer segments. We went from conceptual financial product to pixel-perfect prototype in 6 weeks.

### **UX DESIGNER (CONTRACT)** – MARCH 2016 - MARCH 2018 DWYL

Dwyl is a software agency employing a collection of between 10 and 20 freelancers and full-time developers. They have built products for the Science Museum, Ellen MacArthur Foundation, and City University to name just a few.

At Dwyl I was responsible for designing aspects of nearly every product that has been developed. I am regularly consulted on any and every aspect of the applications' features and user experience.

Often I will be working between three concurrent projects at once. I run workshops with clients to listen, learn, and ask the hard questions. I research, story-board, wireframe, prototype, test and code to ensure maximum quality under short time constraints and with little budget.

**DEVELOPER / DESIGNER (CONTRACT) – JULY 2015 - FEB 2016**  
PROVERSTY.ORG LTD

From gulpfiles to user personas I designed, developed, and guided the Proversity team in creating their next digital service.

I worked in Cape Town for 3 months as the company expanded its tech and videography team. I was responsible for nurturing the technology-first brand Proversity were adopting. My time in South Africa taught me a great deal about the behaviours, practical limitations, and opportunities of a modern developing country.

*My responsibilities included:*

- UI Design Implementation and Interpretation:
  - Responsive (device agnostic), consistent visual style
  - Interaction design
  - HTML / CSS / JS
- UX Design for new and existing digital services:
  - Understanding business and user goals
  - Personas, Journeys and Storyboards
  - Usability and Accessibility
  - Fast and high fidelity prototyping
  - System review and consultation

**FRONT-END DEVELOPER – NOV 2014 - JULY 2015**  
FOUNDERS & CODERS C.I.C.

Founders and Coders is a free coding bootcamp I helped establish in 2014. After completing the course myself, learning full-stack JS, HTML and CSS, I shot and directed a video that helped us raise £10,000 to ensure the school's viability. For 6 months I helped run the course and work agency-style with my classmates on professional projects.

In 2016 I introduced a UX/UI and design thinking portion to the programme and regularly volunteer my time to teach it.

**SALES INTERNSHIP** – FEB 2014 - APRIL 2014

FREEFORMERS (UK) LTD

Freeformers runs hands-on workshops in practical digital skills. I worked directly with the Commercial Director performing lead generation, research and presentation tasks. My main impact at Freeformers was to gather data and feedback to inform new iterations of the workshops.

**VACATION SCHEME** – APRIL 2013 - APRIL 2013

ASHURST LLP

In the Corporate (Equity Capital Markets) and the Pensions and Employment department I did lots of legal research; editing of PLC articles; and pitching to partners.

**PARALEGAL** – JULY 2012 - SEP 2012

LLOYDS PR SOLICITORS

A Legal 500 recognised criminal defence solicitors practice, my time at Lloyds PR was difficult, but fulfilling, and included a lot of independent work on a small-cost civil case. I also visited imprisoned clients, drafted statements, and scheduled evidence for court.

**EDUCATION**

**KING'S COLLEGE LONDON** – SEP 2010 - JULY 2013

BACHELOR OF LAWS (LLB), 2:1

**ADAMS' GRAMMAR SCHOOL** – SEP 2003 - JULY 2010

3 A-LEVELS (A-A\*)

**REFERENCES**

**INÊS TELES** – DWYL CEO

Contact details available on request

**CLAIRE MITCHELL** – DELIVEROO SOFTWARE DEVELOPER

Contact details available on request