

Hi there! I'm passionate about creative problem-solving and crafting intuitive digital experiences.

With a professional background in UI/UX design and development, I love using my skills to create visually appealing solutions that not only engage users but also support business growth.

WORK EXPERIENCE

Senior UI/UX Designer

CHARLES & KEITH | February 2021 - Present

- **Led Design Projects:** Directed site optimisation efforts, new feature implementations, and page redesigns to enhance user experience and visual appeal.
- **Collaboration:** Partnered with developers, marketers, and product managers to deliver cohesive, user-centric design solutions.
- **User Research:** Conducted user research and usability testing to inform and iterate on designs based on feedback.
- **Prototyping:** Created wireframes, interactive prototypes, and high-fidelity designs using tools like Figma, and Adobe XD to facilitate stakeholder reviews and user testing.
- **Design Systems:** Developed and maintained a design system to ensure consistency across digital platforms.

Front-end Web Developer

CHARLES & KEITH | August 2019 – February 2021

- **Interactive Content:** Developed dynamic and engaging user experiences through custom animations, interactive behaviours, and advanced scroll effects on editorial content.
- **High-Profile Microsites:** Managed microsites for major campaigns, serving as the primary digital touchpoints and central hubs for campaign activities.
- **Responsive Web Design:** Delivered fully responsive designs to ensure seamless performance and user experience across a wide range of devices and screen sizes.
- **SEO Optimisation:** Implemented SEO strategies to improve search engine rankings and drive organic traffic to the site.

Front-end Web Developer

GrowthDesk | September 2018 – August 2019

- **Collaborative Feature Integration:** Partnered with cross-functional teams to implement scalable new features, enhancing website functionality and user engagement.
- **Optimised Landing Pages:** Designed visually compelling and user-friendly landing pages, strategically optimised for SEO to drive organic traffic and maximise conversion rates.
- **Cross-Platform Optimisation:** Developed, tested, and optimised websites and applications across diverse devices and platforms, prioritising speed and usability to elevate overall user experience.

EDUCATION

Certificate in Web Development

General Assembly, 2018

BA (Hons) in Communication Design

Glasgow School of Arts (SIT), 2015 to 2018

Diploma in Visual Communications

Temasek Polytechnic, 2011 to 2014

SKILLS & TOOLS

UI/UX

Adobe XD, Figma, Hotjar, UXArmy

Development

HTML, CSS, Javascript, Bootstrap

Design

Illustrator, Photoshop