

Experience

**Vero / Product & Digital Designer**

SEP 2018–PRESENT

- Designed and built various public-facing sites for visual consistency and brand consistency; drove incremental UI/UX and CRO improvements through data analysis.
- Created marketing and sales collateral like one-pagers, decks, and visuals
- Grew into a Product Designer role, leading UI/UX efforts on new features and crafting user flows that elevated the user experience.
- Designed smaller features and interaction details that made the product feel more polished and cohesive.
- Collaborated with the design team to evolve and maintain a shared design system, ensuring consistency, and alignment across product experiences.

**blubolt / Designer**

JUL 2014–OCT 2017

- Participated in client meetings to gather requirements and present designs.
- Designed for multiple eCommerce clients.
- Managed internal design libraries for each client.
- Contributed to internal bluCommerce projects

**Freelance / Designer**

MAR 2014–SEP 2018

- Handled UI design and helped build front-ends (HTML/CSS) for a mix of startups, companies, and government orgs.

**Sky Sports / Digital Designer**

FEB 2014–JUN 2014

- Designed and built the England Squad Selector for World Cup Brazil 2014.
- Worked on the Sky Sports 5 marketing site.

**Riot / Designer & Front-end Developer**

MAR 2012–FEB 2014

**Big Motive / Front-end Developer**

JUL 2011–FEB 2012

Education

**University of Ulster / Interactive Multimedia Design**

SEP 2007–JUN 2011

Graduated with a Upper Second Class Honours in BSc (Hons) Interactive Multimedia Design.