



UI/UX & Digital Product Designer

About

UI/UX and Digital Product Designer with 7+ years of experience delivering user-centred web and mobile solutions across UK-based organisations. Strong expertise in UX research, usability testing, accessibility, and design systems, with practical experience applying Generative AI tools to accelerate ideation and prototyping. Known for translating business requirements into intuitive, inclusive designs through effective collaboration with product, engineering, and stakeholder teams.



PROFESSIONAL EXPERIENCE

UI/UX Designer

Netrix Ltd | April 2022 – Present | Borehamwood

- ◆ Designed user-focused interfaces for web applications using Figma, improving usability and engagement metrics.
- ◆ Collaborated with development teams to deliver responsive and accessible designs across devices.
- ◆ Optimized visuals and maintained website content on Modex for a consistent user experience.
- ◆ Partnered with stakeholders to translate business goals into design solutions that enhance user satisfaction.

Web & Digital Designer

Party Buz | Aug 2018 - July 2021 | Farnborough

- ◆ Created and managed digital and print materials including social media banners, promotional graphics, and e-commerce ads.
- ◆ Maintained website content and optimized visuals to align with marketing campaigns.
- ◆ Supported the sales team with creative assets for both online and offline promotions.

Web & Graphics Designer

The Knowledge Academy | June 2017 - Dec 2017

- ◆ Redesigned the company website and created responsive wireframes to improve usability.
- ◆ Developed a refreshed brand identity, including a new logo, icons, and visual assets.
- ◆ Ensured consistency in brand communication across digital channels.



My Skills

User Experience (UX)

- User Research • Journey Mapping • Wireframing • Prototyping • Usability Testing • Accessibility (WCAG)

User Interface (UI)

- Visual Design • Design Systems • Responsive Layouts • Microinteractions • Motion Design

Product & Delivery

- Design Thinking • Lean UX • Product Strategy • Data-Informed Design • Agile / Cross-Functional Collaboration

Design Tools & Tech

- Figma • FigJam • Sketch • Adobe XD • Webflow • Adobe Creative Suite • AI Tools

Creative Strengths

- Design Storytelling • Problem Solving • Stakeholder Communication • Continuous Learning

Education

- ◆ Bachelor's in Fine Arts.
- ◆ Diploma in Web & Graphic Design
- ◆ Professional Figma UI / UX Design Specialization
- ◆ IBM UI/UX Designer Professional Certificate
- ◆ IBM Generative AI Engineering Professional Certificate)

Contact me

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Portfolio

Explore my design projects and case studies: