

## PROFILE

Senior Product/UX Designer adept in every stage of the design process, from user research and collaborative solution generation, through to creation and testing of high-fidelity visual comps and prototypes, with a strong development focus throughout.

## EXPERIENCE

### SENIOR UX/UI DESIGNER - SCOOTA, LONDON

Jan 2016 - Jul 2017

As the sole product designer working closely with the development team, designed from the ground up Scoota's brand new digital ad creation, distribution and reporting platform.

- Pioneered a collaborative design culture that utilised subject matter experts throughout the company and streamlined the ideation phase of the design process.
- Built a comprehensive web-based atomic design system to maximise consistency throughout the application and increase design efficiency. In addition to providing a single and definitive source of truth for app designs and components, the SCSS was used as production code in the actual application.
- Planned and executed research studies that included gathering requirements from a number of different persona types.
- Used a combination of highly interactive HTML and simple Sketch+InVision prototypes based on the need of the development teams for mobile & desktop.

### LEAD UX DESIGNER - HOGARTH, LONDON

Jun 2013 - Dec 2015

As the lead product designer, successfully delivered a total redesign of the enterprise Digital Asset Management platform ZONZA.

- Employed the full spectrum of user-centred design methodologies, from research and requirements gathering, through to high fidelity prototyping and evaluation.
- As Product Owner of an agile development team, implemented the complete redesign of the ZONZA application. Responsible for creating and maintaining a full product backlog, running daily stand-ups, stakeholder reviews, and team retrospectives.
- Built a high fidelity rapid HTML prototyping platform utilising the latest web standards, allowing for perfect reproduction of designs on any platform.
- Introduced a new process for the design team, incorporating best practices from Agile methodologies such as Scrum and Kanban.

## UX DESIGNER - TAG, LONDON

Nov 2010 - Jun 2013

Product designer on the brand new version of Tag's enterprise marketing management software from its inception through to release.

- Utilised all aspects of the UX design process from research, through to solution generation and evaluation, working collaboratively with the Product and Design teams.
- Developed a comprehensive UI component library, communicating design deliverables more effectively while maintaining a consistently high standard of design output as well as increasing the efficiency of the design process.
- Worked with the team to define various aspects of the UX design process, supporting other design team members, as well as being a champion for user-centred design to the wider software team.

## Other roles

## UI DESIGNER - MYKNOWLEDGEMAP, YORK

Jul 2008 - Oct 2010

Lead UI designer on a number of products and websites, for a number of large clients.

## DESIGNER - REDBLACK SOFTWARE, YORK

Jan 2005 - Jul 2008

Designer and web developer working on various design projects for a number of clients.

## SKILLS

- **DESIGN** Interaction design, user journeys, wireframes, visual design, Sketch
- **RESEARCH** User interviews, contextual inquiry
- **EVALUATION** Usability testing, heuristic evaluation
- **PROTOTYPING** HTML mobile & desktop rapid prototyping, InVision, Axure
- **DEVELOPMENT** HTML5, SCSS, JavaScript, Bootstrap, Git, Jekyll
- **AGILE** Scrum, Kanban, JIRA, Confluence

## INTERESTS

Avid home cook, especially enjoy big projects at the weekend that make a mess of the kitchen. Keen fan of cinema, cycling, and sports. Proud owner of two unruly cats.