

MoneySavingExpert – Product Designer (UI/UX)

Apr 2020 – Jun 2022

- Led redesign of the MSE website and visual identity, balancing modernisation with the established trust and familiarity valued by the existing user base.
- Restructured content hierarchy and navigation patterns, improving engagement with high-value content such as savings tools and deal alerts.
- Contributed foundational design patterns toward the organisation's early design system, establishing reusable components for article layouts, CTAs, and forms.
- Collaborated with editorial and development teams to define requirements, test iterations, and implement changes across a high-traffic site serving millions of monthly users.

McCann London – UI Designer / Integrated Designer

Jan 2017 – Mar 2020

- Designed digital campaigns and experiences for Xbox, Subway, Mastercard, Wimbledon, and other global brands.
- Won multiple awards including recognition for Xbox Gaming Tourism (experiential campaign), integrated social campaigns, and health & wellness work.
- Led the redesign of the Subway app, improving usability and visual clarity through streamlined ordering flows and simplified navigation.

AWARDS

During my time in the advertising industry, I've been fortunate to have received recognition through several awards for my design work.

Xbox Tourism

 Entertainment/ Experiential	 Integrated/ Collaborative Campaigns
 Entertainment/ Integrated	 Direct/ Integrated
 Gaming/ Experiential	 3x Brand Experience & Activation
 2x Brand Experience & Activation	 4x Brand Experience & Activation

Lo-Fi Beats Suicide

 Media/ Use of Micro-Talent/Influencers	 Digital/ Creative Use of Social Media
 Impact/ Campaign/ Health and Wellness	