

## 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

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

### Xbox Tourism



Entertainment/ Experiential



Entertainment/ Integrated



Gaming/ Experiential



2x Brand Experience & Activation



Integrated/ Collaborative Campaigns



Direct/ Integrated



3x Brand Experience & Activation



4x Brand Experience & Activation

### Lo-Fi Beats Suicide



Media/ Use of Micro-Talent/Influencers



Impact/ Campaign/ Health and Wellness



Digital/ Creative Use of Social Media