

PROFILE: An experienced, senior, UX designer with industry leading user-centred design skills and a background in graphic design and branding.

Experience

Surrey & Borders Partnership NHS Trust, Leatherhead, Surrey

Feb 2022 - Present

UX Design Specialist (Sept 2022 - Present) | UX Designer (Feb 2022 - Sept 2022)

- UX Design Lead on a programme of work to deliver enhancements to a 3rd party Electronic Patient Record system (TPP- SystmOne), used by clinicians and administrators across the Trust.
- Led a team of UX Designers, as part of a larger product team, to deliver design solutions for a range of projects focused on improving Crisis & Inpatient Services. In one project, for the Crisis Service, improvements to the Electronic Patient Record system helped reduce daily staff meetings by 60 minutes, saving around £790k/year.
- Led a team of designers to develop, implement and test a brand-new Design System used by 30+ design and research staff, including producing a design system library within Adobe XD and Figma, arranging a collective and unbiased update system, creating guidance documents using Adobe InDesign and Confluence, outlining design system usage and rules.
- Led an MDT team to develop, test and present a brand identity package to the Trusts' Communications Team. The proposal was later accepted with the designs I had personally created. The team was also nominated for a 2023/2024 staff award.
- Spearheaded a wide range of UX Design development meetings including, co-design workshops with stakeholders, usability testing sessions, card sorting processes, A/B testing sessions, product demos to clinical teams inc. consultants and nurses. Experienced in using the Agile Scrum working methodology and incorporating User Centred Design processes/methods.
- Experience in managing designers/researchers, 2 of which have neurodiverse conditions that require careful management and consideration inc. preparing tasks with visual cues, communicating clearly and efficiently, encouraging/supporting staff development (producing development plans), exhibiting patience and flexibility, organising and anticipating workload.
- Led a UX Designer recruitment process including, reviewing, scoring, and shortlisting 40+ initial applications, organising and running interviews, informing unsuccessful applicants. Managed new starter onboarding/integration process, planned training material, shadowing, managed guidance, supported knowledge sharing.
- Contributed to evaluating EPR procurement options. Analysed responses and proposals from several EPR vendors. Scored and assessed responses considering needs of the Trust against the features and functionality of the EPRs.
- Presented in webinars and presentations to large audiences on industry leading best practices and theoretical design thinking, inc. Q&A sessions, product demos.

Aura Creative, Henley-on-Thames, Oxfordshire

November 2021

Freelance Graphic Designer

- Short engagement gaining valuable experience creating work for an established design agency. Produced a series of slide decks for Aura Creative client Klarna, using Adobe Illustrator and Google Slides
- Created animated videos for Aura Creative client The Royal College of General Practitioners, using Adobe After Effects

Advantage Print room Ltd, Bracknell, Berkshire

Sept 2017 - July 2020

Graphic Designer (part - time)

- Managed time effectively, produced quality and accurate work, met tight client timeframes and fixed budgets.
- Used industry standard software and printing equipment to design and produce flyers, posters, and logos

Adviza Charity, Bracknell, Berkshire

Sept 2017 - July 2020

Digital Marketing Apprentice

- Created, scheduled, posted content for Adviza's social media (Twitter, Facebook, LinkedIn)
- Monitored success and reach of digital activities using Google Analytics

Education

Arts University Bournemouth

2020 - 2021

- MA Graphic Design, Distinction
- Dissertation explored film poster development theory, partnered with AUB Film Studies students

University Centre Farnborough

2017 - 2020

- BA (Hons) Graphic Design, 2:1
- Award for Best Final Year Project

City & Guilds

2016 - 2017, 2023 - 2024

- Level 3 Diploma Digital Marketing Apprenticeship (2016 - 2017)
- ILM Level 5 Leadership and Management (2023 - 2024)

Skills & Achievements

- Completed Frimley Academy ICS Wavelength Leadership Programme Cohort 6 (completed December 2023)
- Nominated for a Surrey & Borders Partnership NHS Trust Team of Year Award 23/24 for creating a new trust brand identity
- Achieved Ringway Award for Academy design whilst attending St Crispin's School, Wokingham (2009-2016)
- Skilled in a variety of technical software, Figma, Figma Jam, Adobe Illustrator, Adobe Photoshop, Adobe XD, Adobe InDesign, Adobe After Effects, Adobe Premiere Pro, Adobe Dreamweaver, Miro, Jira, Confluence, MS Excel, MS Word, MS PowerPoint, MS Teams, MS To Do, MS Outlook, Cinema 4D