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I am currently seeking a full-time UI/UX Designer role focused on product design, usability, and conversion optimization. With 2+ years of professional experience and a First-Class BA in UI/UX Design, plus nearly a decade of broader design experience, I specialize in creating user-centered digital products that deliver measurable business outcomes (e.g., improved sales by 30% and a 3x sign-up increase).

Key Skills

Tools: Adobe Suite | Figma | Webflow | HTML, CSS, JavaScript | React/Next.js | LLM APIs | Workflows: Agile methodology, design sprints, iterative development, team collaboration | UI: Wireframing, prototyping, design systems, AI-powered prototyping | UX: Research, usability testing, journey mapping, Data Analysis, Google Analytics, Accessibility & Inclusive Design

Experience

UI/ UX Graphic Designer | Freelance | January 2024 – Present
for my most recent client I have increased sales by 30% by designing and launching a responsive website with a streamlined user flow and clearer call-to-actions, informed by user feedback. I achieved this using Adobe Suite and React, Next.js

In previous projects I have:
- Led 0 → 1 design sprints to define product scope, information architecture and prototypes used for hand-off to developers, resulting in a clear product vision and streamlined development process. Adobe Suite, Webflow and React, Next.js

- Produced on-brand graphics and marketing assets, ensuring consistent user experience across various interfaces. Adobe Suite and Figma

UI/UX Designer | BSM Studios, California | 06/2021 – 04/2022
- Achieved a 3x increase in user sign-ups for a blockchain platform by redesigning the onboarding flow and information architecture, based on insights from usability testing to reduce user friction. All design work was through Adobe Suite and Figma
- Reduced drop-off rates in key conversion funnels, through the creation of interactive prototypes and conducting iterative usability reviews to identify and address user pain points.

- Fostered strong collaboration with engineers and PMs in an Agile startup environment to rapidly iterate on user feedback.

Graphic Designer | Freelance | 09/2020 – 06/2021 |
- Delivered social branding and visual assets for several YouTube creators such as Deepsspeaks and Itszareh helping channels to grow 10x through subscriber count. increasing audience engagement and streamlining content templates.
- Designed thumbnails, branding and promotional graphics, improving click-through and retention on videos using Adobe Suite.

Education & Qualifications

BA UI/UX Design | Ravensbourne University, London | 09/2020 – 06/2023 |
(First-Class)
- Capstone project: Kickoff UI/UX service and interface design graded 1:1 distinction. (this can be viewed on my portfolio)

Media | Chelmsford College | 09/2018 – 05/2019
(Distinction)

St Johns, Epping | 2016-2018
5 GCSE's A* -C including Maths and English

Brentwood County High | 2013 – 2016

References are available on Request