

### Skills

User-centred design  
User research  
User interface design  
Wireframes  
Interaction design  
Information architecture  
User journeys  
Task flows  
Coded prototypes

### Tools

Figma  
Sketch  
Photoshop  
Illustrator  
InDesign  
After Effects  
Framer X  
Principle  
Zeplin

### Programming

HTML 5  
CSS 3  
SASS  
Javascript  
React  
jQuery  
Greensock  
Git

### Education

#### Bachelor of Arts, Photography

University of East London  
2008 - 2011

#### National Diploma, Graphic Design

Wigan and Leigh College  
2004 - 2006

### About me

I'm a design consultant who helps businesses understand their customers and grow their products. Combining an eye for design with a methodical approach to research and frontend development skills means that I have taken projects from the planning stages right through to implementation. I have experience working within the agile methodology and scrum framework.

### Clients

#### Senior design consultant (contract)

Zoopla (via 101 Ways) | June 2019 - March 2020

Instrumental in the planning, designing and implementation of a centralised design system at Zoopla. This led to increased consistency for the end user, greater efficiency for the designers and engineers and an improved onboarding experience for new team members.

#### Senior UI designer (contract)

Arroe | November 2018 - Present

Designing the website and app for their smart battery. Packaging design for the product and collateral for the business.

#### Senior UI designer (contract)

River Island | July 2018 - March 2019

Improving the user experience throughout the River Island site. Research methodologies included, competitor analysis, white paper research, data analysis, in-person interviews, usability testing and multivariate testing.

#### Senior UI designer (contract)

Havas Life Medicom | June 2018

Producing user interface designs for a pharmaceutical website.

#### Email designer & developer (contract)

Harrods | April - May 2018

Designing and developing various email campaigns for Harrods and their brand partners.

#### Senior UI designer (contract)

Beauty Pie | January - March 2018

Reviewing UI patterns to help create a unified design language and make the user journey more intuitive. Hosting daily calls with developers to aid with code implementation.

**Senior UI designer (contract)**

Spafax | November - December 2017

Producing user interface designs and style guides for the websites of various airlines.

**Lead designer & lead front-end developer (contract)**

Catapult Sports | July - October 2017

Lead designer and front-end developer for the new PlayerTek website.

**Senior UI & iOS designer (contract)**

Arroe | May - June 2017

Designing a concept app and single-page website for a new tech product.

**Senior UI designer (contract)**

Topshop | February - June 2017

Helped to unify the desktop and mobile user experiences by creating consistent UI patterns across all device sizes and producing a style guide that would be the single source of truth.

**Senior UX/UI designer (contract)**

Hudson Shoes | July 2016 - February 2017

Redesigned key pages of the website including the homepage, PLP, PDP and checkout journey. Designed and coded key landing pages and email campaigns.

**Digital & print designer (contract)**

Lufthansa | September - December 2016

Producing digital and print designs for Lufthansa and its subsidiaries.

**Senior UI designer (contract)**

Practicology | May - July 2016

Designing key pages for the Hobbycraft and Dreams websites.

**Digital designer**

Paul's Boutique | January 2015 - April 2016

Ensured that all designs were on-brand. Photographed and retouched products for marketing campaigns.

**Digital designer, photographer & retoucher**

Tateossian London | May 2013 - December 2014

Photographed and retouched key imagery for key campaigns used in-store and in various publications. Designed and coded newsletters. Photographed jewellery items for the online store.