

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) | Jun 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 | Nov 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 | Dec 2017

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

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Senior UI designer (contract)

Spafax | Nov - Dec 2017

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

Lead designer & lead front-end developer (contract)

Catapult Sports | July - Oct 2017

Lead designer and front-end developer for the new PlayerTek website. Responsible for producing designs for all pages across all devices and writing the front-end code.

Senior digital designer (contract)

L'Oréal | June 2017

Helped produce banner ads for several L'Oréal owned brands.

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 | Feb - 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 - Feb 2017

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

Front-end developer (contract)

Etio | Dec 2016

Front-end development of their website. I implemented the responsive design using JQuery, CSS , HTML and PHP technologies.

Digital & print designer (contract)

Lufthansa | Sep - Dec 2016

Producing digital and print designs for Lufthansa and its subsidiaries that were used across their website, newsletters, printed marketing material, as well as internal marketing.

Senior UI designer (contract)

Practicology | May - July 2016

Designing key pages for the Hobbycraft and Dreams websites.