

### Skills/Methodologies

User-centred design  
User research  
User interface design  
Wireframes  
Interaction design  
User journeys  
Coded prototypes  
Agile  
Scrum  
Kanban

### Tools

Figma  
Sketch  
Miro  
Framer  
Principle  
Zeplin  
Photoshop  
Illustrator  
InDesign  
After Effects

### Programming

HTML 5  
CSS 3  
SASS/SCSS  
Javascript  
React  
GSAP  
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 am a product designer who helps businesses to understand their customers and improve their products. Combining an eye for visual design with a methodical approach to research and frontend development skills has allowed me to take projects from the planning stages right through to implementation and beyond.

### Experience

#### Senior product designer

Credit Karma | February 2021 - present

I work closely with the product, analytics and customer service teams to gain insights into real user problems. Based on these problems, I design improved member journeys in the credit cards and personal loans marketplace.

#### Senior product design consultant (contract)

Moneyfarm | August 2020 - January 2021

I helped to deliver optimised website and app experiences by improving the consistency and efficiency of the design system. The work I did helped standardise the design and engineering teams ways of working and made the design and handover process more effective.

#### Senior design consultant (contract)

Zoopla | June 2019 - March 2020

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

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

Arroe | May 2017 - Present

I led the design of the website and app for Arroe's smart battery solution. I also designed the packaging for their product and the collateral for the business.

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

River Island | July 2018 - March 2019

I improved 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

I produced user interface designs for a pharmaceutical website.

**Email designer & developer (contract)**

Harrods | April - May 2018

I designed and developed various email campaigns for Harrods and their brand partners.

**Senior UI designer (contract)**

Beauty Pie | January - March 2018

I audited current UI patterns and helped create a unified design language to make the user journey more intuitive and consistent. I hosted daily calls with developers to aid with code implementation.

**Senior UI designer (contract)**

Spafax | November - December 2017

I produced 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 designer (contract)**

Topshop | February - June 2017

I 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

I 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

I produced digital and print designs for Lufthansa and its subsidiaries.

**Senior UI designer (contract)**

Practicology | May - July 2016

I designed key pages for the Hobbycraft and Dreams websites.