



LOCATION

Based in the U.K.
London and The South

PORTFOLIO

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LINKEDIN

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METHODOLOGY

➤ How I work

SKILLS

- 01 Research & Strategy
- 02 UX, UI & Product Design
- 03 Prototyping & Testing
- 04 Marketing & CRO

PLATFORM EXPERIENCE

- 01 Responsive web
- 02 Mobile
 - iOS & Android
- 03 TV
 - Web TV, Roku, tvOS & Android TV

EDUCATION

2.1 Multimedia Design B.A. Hons
@ Southampton Institute

QUALIFICATIONS

Introduction to Coaching Football
Previously FA Level 1 Coaching Badge

IMPACT THROUGH DESIGN

- Lead designer for Tiger Pistol's launch which subsequently secured Series A funding
- Shaped fan engagement strategy at Deltatre to secure investment and sales of new features to the NFL
- 62% increase in ops speed at Sky
- 59% increase in lead generation at Audi
- 32% increase bookings at Jackson Hewitt across 6,000 U.S. stores
- Helped launch Alike, a not-for-profit community designed to support those with cancer

PROFILE

- 19+ years experience delivering results in digital
- Hands-on designer with leadership experience (see below)
- B2B & B2C SaaS experience at several companies
- eComm and conversion rate optimisation experience
- Research to release and repeat skillset (end-to-end)
- Experience across whole customer journey from conversion to retention

EXPERIENCE

- Lead UX/UI Designer @Quicken Jan 2024 – April 2025 (Freelance)
- Lead Product Designer @Rio Nov 2022 – May 2023 & Sep 2023 – Dec 2023 (Freelance)
- Lead Product Designer @Speechmatics AI June 2023 – Sep 2023 (Freelance)
- Senior Product Designer @Whereby June 2023 – Sep 2023 (Freelance)
- Lead Product Designer @Sky/Comcast Oct 2021 – Jul 2022 (Freelance)
- Senior Product Designer @Deltatre May 2020 – Oct 2021 (Full-time)
- Senior UX/UI Designer @Audi via BBH XXX
- Senior UX/UI Designer @Jackson Hewitt via We Are Friday XXX
- Senior Product Designer @British Airways via DesignStudio XXX
- Senior Product Designer @Otro via R/GA XXX
- Design Director @MerchantCantos 2017 – 2018
- Associate Design Director @Tribal DDB 2014 – 2017
- Senior UX/UI Designer @Tiger Pistol via Big Group XXX
- Senior Designer @STA Travel 2006 – 2010

LEADERSHIP EXPERIENCE

- Set and achieved business goals for multiple design departments
- Facilitated development programmes for 8 designers
- Hiring experience
- Set standards and fostered design culture
- Represented departments at a senior level