

## CAREER SUMMARY

- Joined a **small start-up** as the first employee, worked on *all things* research and design, *fundamental* experience → Key contributor to the company's product development, resulting in the **successful acquisition by Canon**
- Joined a growing start-up as UX Lead, built UX team, **launched #1 worldwide product**, co-led *lean/agile* methodologies → Played a pivotal role in developing the company and its products, making it an **attractive acquisition for Chegg**
- Enjoyed a stint in **corporate consultancy** as a UXD Lead @ KPMG UK → Gained valuable insights into how emerging technologies/methodologies are being applied within corporate settings
- Headhunted to a medium size EdTech business to establish and lead a Research & Design team, **initiated and drove** a strategic shift from **waterfall to agile** methodologies, implemented *Design Thinking* throughout the company
- Co-founded and partnered in **self-sustaining businesses**, attaining profitability without relying on external funding

Currently exploring opportunities for a leadership role where I can apply my diversified experience and unique skills to make a tangible impact on the organization.

## CAREER DETAILS

2021-2024

### Co-Founder, Product & Design at Wizeclub Education

- Defined the strategic direction and vision for the design of online education products
- Championed user-centred design principles and methodologies
- Collaborated with product and engineering to develop a cohesive product strategy and roadmap
- Conducted user research, usability testing to gain insights into user behaviour, pain points
- Utilized research insights to drive iterative improvements to online education products
- Designed effective information architecture, taxonomy, and navigation to enhance findability
- Utilized analytics to identify areas of opportunity and continuously improve the product
- Conducted accessibility testing and promoted inclusive design practices

2019-2021

## Partner

at **Cómon Agency**

- Collaborated on product vision, strategy, and roadmap
- Reviewed product's architecture, usability to identify challenges and opportunities
- Translated business requirements and user needs into wireframes, prototypes, and designs + specs
- Oversaw production of UX documentation, including site maps, IA, user profiles, user flows
- Leveraged data to inform the strategy
- Integrated Design into Development, accelerated iteration cycles, reduced development costs

2018-2019

## Design Director

at **Kortext**, London, UK - Hybrid

- Conducted extensive initial user, product and competition research, evaluating the current landscape, identifying areas for improvement, and delivering a comprehensive two-stage Design and Product strategy:
  1. *UXD Baseline phase* ensured **usability** across all platforms;
  2. *UXD Competitive Advantage phase* gradually added **utility** to the product,
- Built and led a team of talented designers
- Steered the creation of an effective user-centred design process, streamlined workflows
- Partnered with senior Product Management and Engineering leads on product strategies
- Enhanced collaboration between the Design, Product and Engineering teams
- Facilitated cross-functional synergy and alignment to deliver features that addressed user needs
- Oversaw implementation of both quantitative and qualitative research methodologies
- Employed user profiles to tailor experiences to specific preferences, contexts, and limitations
- Employed prototyping, gathering early feedback from developers and users to refine designs
- Oversaw development and maintenance of UI design style guide and brand guidelines
- Established regular design talks, presentations to foster a user-centred culture
- Presented design rationale, advocating for users
- Ensuring alignment of user needs and business goals.
- Facilitated design reviews with stakeholders to gather feedback, align team efforts

2017-2018

## User Experience Design Lead

at **KPMG**, London, UK

- Led UX initiatives across consulting cases with prominent banking, oil and gas companies
- Led multi-disciplinary teams through full product development cycles, from discovery to delivery
- Collaborated with client's stakeholders and SMEs to ensure alignment with user-centric objectives
- Applied varied levels of UX engagement across projects, to suit requirements and constraints
- Transformed user and stakeholder research insights into actionable strategic recommendations
- Presented ideas and solutions to stakeholders, advocating on behalf of the user
- Mentored and coached mid-level and junior designers, fostering their professional growth

**2015-2017**

## **User Experience Lead**

at **RefME (acquired by Chegg, Inc.)**, London, UK

- Oversaw the delivery of **the most popular citation generator in the world**
- Introduced user-centric approach
- Collaborated with Head of Product to set up an Agile workflow
- Built Design team, formalized Research and Design processes
- Championed integration of Design and Engineering disciplines, to increase productivity, motivation
- Led Design efforts on projects including:
  - development of a standalone web service for automated citation generation
  - comprehensive redesigns of iOS and Android applications to drive user activation
  - optimization of website conversion pathways
  - researching and introducing new features for the Beta program
  - delivering analytics and user-management dashboards for B2B clients
  - and others
- Conveyed insights, ideas, and strategic rationale to internal teams and stakeholders
- Design team research methodologies included:
  - Qualitative analysis (user interviews, observational studies, usability testing, etc.)
  - Quantitative assessments (user surveys, A/B testing, heatmaps, user metrics, data)

**2012-2015**

## **UX Designer**

at **Lifecake (acquired by Canon Inc.)**, London, UK

- Joined as **first employee**, helped company grow to the **successful acquisition by Canon Inc.** in 2015
- Played a role in shaping company's trajectory, including product design, referral, premium programs
- Helped to build user-centric applications across various platforms
- Conducted user & usability research, competition analysis
- Worked on IA, wireframing, prototyping, UI & IxD for Web, desktop apps (Win, Mac), phones & tablets
- Worked on content strategy, copyright
- Delivered brand identity
- Worked on social media promotional projects
- Worked on design for print
- Created and edited videos

**2013**

## **UX Consultant**

at **Playenable**, London, UK

- Consulted on UX Strategy
- Worked on redesigning desktop and mobile experiences
- Streamlined onboarding
- Conducted user testing, interviews, usability evaluation
- Delivered wireframes, prototypes, design specs
- Increased user engagement and retention ratios

**2010-2012**

## **UX Designer, Graphic Designer**

**Freelance**, London, UK

In 2010-12 worked on a variety of freelance projects covering user & usability research, wireframes & prototypes, mobile UI, desktop apps, IxD, visual design, web design, HTML/CSS, branding, concepts, graphics, logos, print design.

Clients included: London Business School, Quality Hotel, Sportalise, Maogma, Flatclub.

## **EDUCATION**

**2012**

### **Graphic Design, BA Hons**

at **Kingston University**, London, UK

## **ADDITIONAL EDUCATION**

**2015**

### **Human-Computer Interaction**

an online course

**2014**

### **Principles of Design**

an online course

**2010**

### **Web Design**

HTML, CSS, JS course

## **INTERESTS IN LIFE**

Noticing bad designs in the world and immediately telling others around me about it, sometimes even suggesting solutions. Reading authors like Vonnegut and Bukowski, and Seneca, and so on. Listening to music like The Smile, Broadcast, early Tame Impala and Portishead. Cycling to work and to the beach. Running, hiking, skiing, windsurfing, wakeboarding. Changing things.

## **PEOPLE SAY**

I am a good communicator and have strong business acumen; am always happy to provide guidance and help; share knowledge; encourage discussion and new ideas among the team; reach goals and stick to deadlines. People say they like working with me.