

I'm a Product Designer with over 10 years experience bringing ideas to life through prototyping and creating pixel perfect UI. I take a holistic approach to craft honest, inclusive products from discovery to delivery whilst collaborating throughout the entire product cycle.

I'm skilled at creating wireframes, user flows, design systems as well as user research and usability testing. I love the challenge of identifying the right problems by observing human behaviour and creating solutions that can delight and make a difference to its users.

I get excited about the need to move fast to ship products, learn from the market, iterate and repeat. I embrace experimentation and I'm not afraid to fail. In my next role I hope to collaborate within a multidisciplinary team, facilitate design sprints and mentor other designers whilst continuously learning myself.

EDUCATION

Design Sprint 2.0 Masterclass

Online with AJ&Smart and Jake Knapp | March 2019

User Experience Design course

General Assembly | June 2016

GUI Design online training course

it-training.com | July 2010

ACITP Diploma in Internet & Web Design Level 3

Classification: Distinction

The Home Learning College | Nov 2008

Bachelor of Arts in Textile Design Classification: Second

Class Honours (1st Division) Nottingham Trent

University | Sept 2003 - June 2006

AVCE: Art and Design

SKILLS

UI User Interface Design, Design Patterns, Interaction Design, Grid Systems, Style Guides, Sketching, Visual Design, Design Workshops, Design Sprints, UX Experience Design, User Research, Competitive Analysis, Wireframes, Rapid Prototyping, Personas, User Journeys, Storyboards, User Flows, Usability Testing, Interviews, Affinity Mapping, Card Sorting, Information Architecture, Navigation, Content Hierarchy, Front-end Development HTML 5, CSS3, SASS, Git

Tools used - Sketch, Adobe XD, Zeplin, Overflow, Invision, Photoshop, Illustrator, Sublime, Scout

EXPERIENCE

PRODUCT DESIGNER

Lottovate

May 2017 - Oct 2018

Lead Product Designer on Raffld, the experience lottery. The first social lottery to launch in the netherlands for 30 years.

Nominated for the in house Product of the Year (EGR operator awards 2018) & Nominated for Excellence in Innovation (Corporate entrepreneur awards)

- Continuous design iterations **increasing conversion rate by 325%** and **Raffld ticket sales by 87%**
- **Rapid prototyping** for 5 rounds of concept testing of **high fidelity wireframes**
- **Conducted usability tests** with Invision prototype and live site after launch
- **Synthesised data** and identified user pain points
- Produced polished **responsive web app designs**
- Created **branded assets, design patterns** and **style guide**
- Used Mouseflow and **A/B testing** on page layouts
- **Art direction, brand strategy lead** on Raffld Winner Boxes and social channels
- **Mentored junior designer**
- Responsible for **hiring and managing freelance designers**
- Liaison with a third party web development company, **overseeing build progress, time management** of build integration and **quality checking** against supplied design

FREELANCE UI/UX DESIGNER / DEVELOPER

April 2016 - April 2017

- Working with clients from the Entertainment, Charity and Retail Industries
- Site redesign, restructuring the information architecture, navigation and content hierarchy
- Built responsive HTML5 template pages for Wordpress implementation
- Designed, built and tested email templates
- Digital asset creation for social campaigns

MID-WEIGHT DESIGNER / FRONT-END DEVELOPER

TEA - The Entertainment Agency

April 2013 - February 2016

WEB DESIGNER

The Hemming Group - (HIS)

October 2011 - April 2013

WEB DESIGNER ASSISTANT

The Hemming Group - (Brintex)

September 2010 - October 2011

FREELANCE JUNIOR WEB DESIGNER

September 2009 - March 2010

FRONT-END DEVELOPER PAID INTERNSHIP AT MEDIA 52

February 2009 - September 2009