

Personal

I am a creative, detail-orientated UX/UI designer with a drive for empathising and learning about users through research, testing and conversation.

My technical abilities and frontend coding skills allow me to hold a clear understanding of development and how it shapes design, allowing me to work seamlessly alongside engineers and designers.

I possess strong and confident communication skills, ensuring transparency and clarity to team members and stakeholders alike.

Skills

Sketch, Illustrator, Adobe XD, Photoshop, InDesign, Principle, Zeplin, Invision

HTML, CSS3 (+ Sass), Javascript, JQuery (LOL), PHP (+ Smarty), Wordpress, Git

Agile Methodologies, User research, Wireframing, Interactive prototyping, Print design, Illustration, Mentoring and Teaching.

Experience

Freelance Projects

London

2019 - Present

I've spent the past few years working with several fantastic companies to improve their products by using design thinking methodologies to solve problems for businesses and users alike.

Recent case studies and outcomes can be viewed via my website portfolio.

ScoopLoop.com

London

Lead UX UI Designer

2018 - 2019

ScoopLoop is a local social network that connects users via their postcode.

- Worked cross-functionally within an Agile team, leading the design vision for all new features and improvements, incorporating research to design and code fully functional prototypes for testing.
- Worked closely with engineering team to design features in response to user needs via research and direct feedback.
- Defined & created user personas (based on user feedback & research), user flows, wireframes, prototypes and final deliverables.
- Created a robust design library to make design more consistent and to keep the code base slim.
- Wrote all CSS & HTML for new features and iteratively improved existing code base, dramatically reducing filesize, improving code quality.
- Upgraded CSS to a component based system with BEM.
- Designed and coded email newsletters using Zurb's Foundation.
- Designed all print & digital media collateral to drive new customer acquisition, saw significant monthly growth.
- Worked alongside remote developers to improve usability of App to reach a satisfactory level for release.

Tekpaw

London

Senior Digital Designer

2016 - 2018

Tekpaw is an international digital marketing agency and Google Premier Partner with an extensive background in PPC management, affiliate marketing and lead generation.

- Oversaw all design and UX related matters across the company.
- Worked within an agile environment focusing on visualisation, flow, and limiting work in progress to be continually validating hypotheses and improving products.
- Designed several new Ecommerce & Travel sites designed to achieve very specific goals and provide significant ROI.
- Developed new sites in HTML, PHP (Smarty), CSS and JS to hand over to engineering teams for integration with internal systems.
- Designed and developed several 'from-scratch' Wordpress themes, widgets and plugins.
- Discovering and testing new methods to improve existing revenue streams across the company's portfolio of products and tools.
- Lead research and workshops with account execs. to highlight areas for improvement with internal tools.
- Lead design and assisted with development of internal tools to improve usability and adding new features to existing tools leading to a strong positive increase in revenue across all products.
- Mentored junior designers & developers in technical & soft skills.
- Created standard & rich media creatives for AdSense, Taboola, Criteo and other platforms for hundreds of campaigns.

Target Visibility

London
Mid-Senior Digital Designer
2014 - 2016

Target Visibility formed the basis for Tekpaw, so duties were as described above but in a less senior role. Additional duties from this time included:

- Lead the recruitment and hiring of a small design team, whom I managed directly and taught basic front-end development.
- Devised and implemented seasonal design strategies for our ecommerce products over Black Friday & Xmas periods to drive strong increases in desired metrics.
- Grew email lists organically, complying with regulations, increasing many by several thousand with double opt-in.

Cantor Hindson Consultancy

London
Mid-weight Designer
2013 - 2014

Cantor Hindson is a boutique agency working primarily with shopping center brands such as Canary Wharf Group, intu.

- Worked directly with clients to provide innovative design solutions across print and digital formats.
- Assisted senior designers with artworking, creating mockups and presentations.
- Regularly assisted with pitches and presentations to clients and management.

Adept Digital

Norfolk
Digital Designer
2012 - 2013

Adept is a charity design agency that works with several major UK charities such as Cancer Research, Chester Zoo and many more.

- All sites were designed with stringent AA accessibility requirements as a minimum, sometimes extending to AAA.
- Worked alongside three other designers, creating full concept design solutions for charity clients.
- Liased with clients directly to understand requirements and then relaying findings to my team.
- Creating wireframes and reiterating according to client feedback.
- Designing final versions of site designs as well as technical specifications for hand-off to in-house developers.
- Presenting designs to clients and explaining decisions, as well as communicating advice and instruction for operation of custom CMS.

Broadland Digital

Norfolk
Digital Designer
2010 - 2012

Broadland Digital are a full-service design and print agency. My role was mainly based within the web-design arm of this business, although I often assisted with print-related design and processes.

- Performed site visits to clients to directly ascertain needs and gain a robust understanding for the requirements of their website(s).
- Designed a variety of sites for a wealth of clients including O2 Telefonica, Orange Mobile, T-Mobile, Anovo.
- Lead the design vision of several mobile-phone recycling schemes, some of which are still in use today (O2 Recycle).
- Worked directly with developers to ensure requirements are met.
- Designed the online store and app for E-Lites e-cigarettes (now known as Logic) during their inception phase and helped propel them into a dominant market position.

Education

Ravensbourne, London
2007 - 2010

Ba (Hons) Graphic Design

West Suffolk College, Suffolk
2006 - 2007

Art and Design Foundation Diploma Level 3

Other Courses
& Qualifications of Note

PEI (EIA Group), Manchester
2013

ESaC - Emotional Skills and Competencies
ETaC - Evaluation Truthfulness and Credibility

References

Available on request