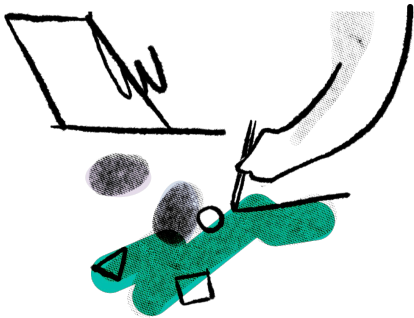


An experienced creative

I love to create new, exciting forms of design and am always looking to expand my skillset. Currently I work as a UX Designer, utilising my design background, technical understanding, and user centric mindset to design, test and deliver great digital products. When working I'm empathetic towards user needs and have a great knowledge for colour, composition, typography, hierarchy, accessibility and user testing. I'm hard working, enthusiastic and love delivering designs that engage with users resulting in strong, positive experiences for brands.



Employment

Idox Group

UX Designer // July 2024 - Present

As a UX designer, I initiated and implemented effective ways of working for a newly established UX function to work alongside pre-existing development and product teams. in establishing a formal process for Idox Geospatial I built and took part in formal processes around discovery, design and completion of ux projects. Each project involves customer testing and interviews, results analysis, persona building, designing user flows and user interfaces and packaging them up as Jira tickets for the development team. Given this I'm fully autonomous to work within Figma, Maze, Dovetail, Teams and Jira.

Roam (formally EVC)

Product Design Manager // August 2023 - July 2024

In being promoted to Product Design Manager for EVC, I oversaw the development and execution of the product roadmap. Establishing an agile way-of-working, conducting sprint rituals and routines, I collaborate cross-functionally to define project requirements, ensuring the successful design, development and delivery of user-centric products. All designs were created and tested with users by myself to ensure a complete project lifecycle was achieved.

Roam (formally EVC)

Product Designer // May 2023 - August 2023

As Product designer for EVC, it was my responsibility to analyse the market and design user interfaces for b2c and b2b mobile and web platforms. I create responsive and visually appealing designs, considering factors like accessibility, usability and scalability. The role is vital in ensuring a seamless user experience when interacting with charge points, contributing to the success of the business.

DK (Dorling Kindersley)

UI/UX Designer // January 2020 - April 2023

As the sole UI/Ux designer for DK, I worked on an international level, delivering the best possible user experiences for DK Publishing's readers. Focusing on both web and app based projects from start to finish, I take on a brief, create wireframes, test them against real users and create first class user experiences ready for product launches. I've worked on both internal and external facing digital solutions. These range from language learning apps, to ecommerce sites to financial web applications.

Nuffield Health

UI Designer // April 2018 - January 2020

As the UI designer, I was responsible for taking user research and turning findings into interface design solutions. I worked on a variety of projects ranging from full user journeys for web, email and app use, to supporting the visual composition of digital marketing assets such as email campaigns and content pages and hubs.

Actegy Health

Digital Designer // January 2015 - March 2018

At Actegy my role was to lead in the design, management and completion of websites, emails and digital adverts for healthcare brands. Alongside the marketing team for Revitive, Aerosure and Ultralieve we assessed statistics (such as bounce rates and page values) creating consumer first design for markets covering Australia, Canada, France, Germany, Holland, New Zealand, UK and USA.

Freelance Graphic Designer // July 2014 - Present

In my spare time I take on freelance projects and recently I've designed a website for friends of whom were getting married. Their site needed to be informative about the day and act like a digital invitation. Overall the site was a success as users got the information they needed and successfully submitted an RSVP to the day, along with their food choices, to the Bride and Groom.

Insight Projects Freelance Designer // July 2013 - 2017

Augustus Martin Design Intern // March-April 2013

Engage Marketing Design Intern // March-June 2010

Skills

Figma	*****
Sketch	*****
Maze	***
User testing	*****
Adobe CC	*****
HTML & CSS	*****
Prototyping	*****
Time Management	*****
A/B testing	***
Wire-framing	*****
Card sorting	*****
Micro animations	***
Personas	*****
Brainstorming	***
Branding	*****
Print Editorial	*****
Sketching	*****
Javascript	**

Training

Wightman Associates // 2023

Leading and Managing a high performing team

Interaction Design Foundation // 2021

The Practical Guide to Usability

UCA Farnham // 2011-2014

Graphic Communication BA Honours  
First Class Degree

Brooklands College // 2009-2011

BTEC ND in Art + Design with  
3 Distinctions overall

Jubilee High School // 2004-2009

BTEC NC in Art + Design with  
1 Distinction overall