



ABOUT ME

I'm a London based digital product designer and user experience specialist, with a background in front-end development. I advocate simple, accessible, customer centric design solutions and have four years professional experience in solving real user problems.

My work is focused on information architecture and interaction design for native applications and the web. I value my attention to detail and craft when creating intuitive interfaces.



MY EXPERIENCE

Marks and Spencer (International E-Commerce)

User Experience / Product Designer. Feb 2015 - May 2016

I was responsible for leading user experience, interface and interaction design for Marks and Spencer's digital expansion into new international markets, most notably Australia, New Zealand and USA. I ensured the voice and needs of the customer was considered at all stages of software development.

Key achievements:

- Development of a responsive style/pattern library, which serves to provide both static and dynamic rules and design principles for key site assets that can be used across the entire international business, from designers, marketers to developers alike. This is structured in an atomic model, through globals, components and modules which are iterated upon for continuous improvement.
- Leading a cross-functional team to produce and implement a responsive checkout UX, aiming for a more cohesive, trustworthy and effortless cross-device experience.

TMW Unlimited

Digital Designer. Sep 2013 - Feb 2015

TMW Unlimited is the 'Intelligent Influence' agency helping clients navigate influences on behaviour to create and implement marketing communications. The focus of my role was to work with copywriters, user experience designers and developers to deliver creative responses to client briefs, and help to visualise the teams ideas.

Key responsibilities:

- Delivering creative output on key accounts; Nissan GB and Sainsbury's
- Working across all communication channels; print, mobile, web and social.
- Storyboarding and presenting work both internally and externally.

Rabbit & Hare

Front-End Web Developer / Digital Designer. Aug 2012 - Sep 2013

Rabbit & Hare is a full service creative agency based in Soho, London. Existing as a recently born start-up when I joined the team, I combined my hybrid of design and development skills to provide the end-to-end delivery of numerous digital experiences.

Key responsibilities:

- I conducted user research, persona creation, user flows, information architecture and wireframing on the design of multiple websites and native applications.
- Collaboration with the team to define creative guidelines on projects, output interface and interaction designs and then personally continue into front-end development.

Key achievement:

Working with the Home Office on the 'This is Abuse' campaign, where we surpassed their target KPI's by 150% and were rewarded with an **NMA shortlist**.



MY EDUCATION

Oct 2014 - Dec 2014

General Assembly

London, GB

User Experience Design

2010 - 2011

University of Sussex

Brighton, GB

MA Digital Media

2006 - 2009

University of Brighton

Brighton, GB

BA Communication & Digital Media



KEY SKILLS

User research: Workshops, ideation sessions, interviews and results synthesis

Solution design: Personas, information architecture, paper and interactive prototypes, wireframing, user journeys

Usability testing: Guerilla user testing and heuristic evaluation

Software: Sketch, Principle, Invision, Axure, Balsamiq, Adobe Creative Suite

Code: HTML, CSS (Sass, Less), JQuery, ActionScript

Project planning: Jira, Trello, Slack



I HAVE

Passion for product design, both digital and analogue

High self-motivation, both working individually and with cross-functional teams

Strong eye for **clean, pixel perfect design** and a relentless attention to detail

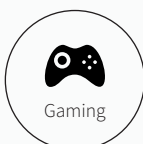
Well versed knowledge of **design theory and typography**

Broad knowledge of **responsive web design, cross-platform compatibility and testing**

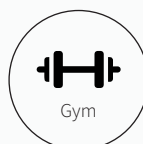
HOBBIES & INTERESTS



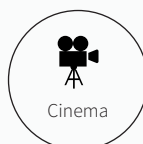
Football



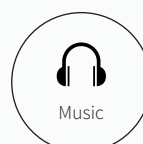
Gaming



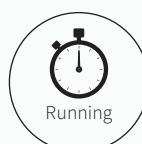
Gym



Cinema



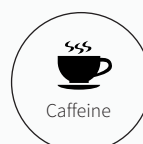
Music



Running



Cooking



Caffeine