



ABOUT ME

I'm a London based digital product designer and user experience specialist, with a background in front-end development and 6 years professional experience in solving real user-problems.

I value meaningful design projects that can create positive change. I can help you to understand and design for complex systems, processes and relationships of people and products.



KEY EXPERIENCE

BAE Systems

June 2016 - Present: User Experience Consultant

I apply user-centred design methods to translate user needs, business objectives, and technology capabilities into world-class user experience for our clients.

Key achievements:

Designing new methods of customer communication across app and web for Vodafone, including TOBi - UK telecoms first chatbot.

As my current client at BAE Systems, I am responsible for helping Vodafone create, validate and continuously improve the methods in which customers can communicate with this telecommunications giant.

I lead the user experience design of conversational interfaces, powered by artificial intelligence across international group reference for "Chat".

This includes a new A-Synchronous messaging tool allowing customers to dictate the pace of conversations with Vodafone, and the creation of TOBi; who simulates human conversation and responds to customer queries to provide services and information.

National Law Enforcement Data Services (SC Clearance)

I worked with GDS and the Home Office in order to create a new digital system for national law enforcement, that would provide both analysts and front-line officers increased data reliability, improved searching capability with current and joined up information in order to prevent crime and better safeguard the public.



MY EDUCATION

Oct 2014 - Dec 2014

General Assembly

London, GB

User Experience Design

2010 - 2011

University of Sussex

Brighton, GB

MA Digital Media with Human-Computer Interaction

2006 - 2009

University of Brighton

Brighton, GB

BA Communication & Digital Media



KEY SKILLS

User research: I plan, execute and evaluate user research to inform my design decisions. I create the necessary artifacts to communicate what the user experience ought to be, whether that's community maps, user models or journey frameworks.

Solution design: I take a human-centred design approach that balances business goals, constraints and pragmatically deliver the best user experience possible.

User testing: I create multi-fidelity prototypes for user and stakeholder feedback. I have experience planning and executing usability testing roadmaps.

Accessibility: I design to WCAG 2.0 level AA standards and have experience working to Government Digital Service principles.

Software: Sketch, Principle, Invision, Axure, Proto.io, Balsamiq, Adobe Creative Suite, Visio

Code: HTML, CSS, JS, JQuery, ActionScript

Project planning: JIRA, Trello, Slack

Marks and Spencer

Feb 2015 - May 2016: User Experience Designer

I was responsible for leading the user experience design for Marks and Spencer's digital expansion into new international markets, whilst iteratively improving existing market solutions using data-driven design.

Key achievements:

- Creation of a responsive, atomic pattern library used to fuel rapid prototyping
- UX re-design of PLP, PDP and Checkout; rewarded with conversion increase

TMW Unlimited

Sep 2013 - Feb 2015: Digital Designer

I worked with copywriters, user experience designers, art directors and developers to creatively deliver responses to client briefs.

Key responsibilities:

- Delivering creative output on key accounts; Nissan GB and Sainsbury's
- Designing across all communication channels; print, mobile, web and social.

Rabbit & Hare

Aug 2012 - Sep 2013: Front-End Web Developer / Product Designer

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; most notably the "This is Abuse" campaign, which was rewarded with an NMA shortlist.



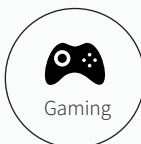
I BELIEVE

Good design is evidenced in the ability of an interface to intuitively predict, enable and constrain outcome.

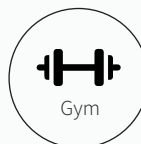
HOBBIES & INTERESTS



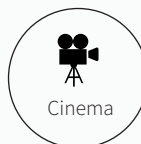
Football



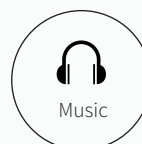
Gaming



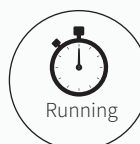
Gym



Cinema



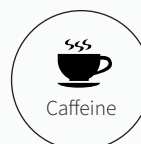
Music



Running



Cooking



Caffeine