

ABOUT ME

UX Designer crafting user-centric products across finance, sport, e-commerce, law, and technology. Skilled in design systems, prototyping (Figma, ProtoPie), and turning research into meaningful product improvements. With a Master's in UX Design from the University of the Arts London and a background in Industrial Design, I bring a research-driven yet creative approach to designing intuitive, impactful experiences.

EDUCATION

UNIVERSITY OF ARTS LONDON
MA, User Experience Design (2018 - 2019)
Distinction

NORTHUMBRIA UNIVERSITY
BA (Hons), Design for Industry (2013 - 2017)
Upper Second Class

FOREST SCHOOL
A - Levels (2006 - 2013)
A- Govt & Politics, B - History,
C - Fine Art

SKILLS

User Research	Problem-solving
Wireframing	Teamwork
Interaction Design	Figma
Prototyping	ProtoPie
Usability Testing	Sketch
Accessibility	Adobe XD
Typography	Adobe Illustrator
Communication	Adobe Photoshop

EXPERIENCE

CAREER BREAK Jan 2025 - Present

- Currently combining freelance UX projects with extended travel across south east Asia and Australia.

LEAD UX DESIGNER Oct 2022 - Dec 2024
Cadence, London

- Arsenal Direct: Directed the full redesign of Arsenal's e-commerce platform, from fan research and usability testing to design system management. The relaunch resulted in major boost in online sales and user uplift. This led to another major project with Arsenal.
- EuroHockey: Reimagined the federation's digital presence alongside a new brand identity, facilitating workshops and mapping user journeys to ensure alignment with organisational goals and user needs. Significant uplift in fan engagement with new website.
- Delivered UX solutions for NM Productions and BBC Studioworks, improving usability and aligning platforms with brand ambitions.

UX DESIGNER Apr 2021 - Oct 2022
Cadence, London

- Designed user experiences and design systems for start-ups including Grndhouse (fitness platform) and Wunder (ethical social media). Created scalable solutions aligned with brand values, ensuring high usability and enhancing the overall user journey.

UX/UI DESIGNER Jun 2020 - Apr 2021
Triller, London

- Designed and tested new app features in agile sprints, from research and wireframing through to prototyping and delivery.
- Collaborated closely with developers, using staging builds to iterate quickly and ensure high-quality implementation.
- Contributed to the design and integration of Snapchat features, enhancing social functionality and user engagement.

UI DESIGNER Feb 2020 - May 2020
HyperJar, London

- Delivered UI design for HyperJar's iOS and Android apps, ensuring consistency and usability across platforms.
- Produced and handed off designs using Sketch and Zeplin, supporting iterative product releases through sprint cycles in Jira.

JUNIOR UX DESIGNER May 2018 - Oct 2018
ELSE, London

- Supported UX design across web and mobile projects in pharma and gaming sectors, contributing to research, ideation, and interface design.
- Collaborated within a multidisciplinary team using Sketch, Zeplin, and Adobe tools to deliver high-quality client solutions.

DESIGN INTERNSHIPS Jun 2014 - Jun 2016
Tangerine, Teague, Smart Design

- Gained hands-on experience in Industrial and UX Design through internships, driving user research, ideation, and concept development across digital and UX projects.