

About Me

As a Product Designer with over 10 years of experience at premium brands, I have honed a wide range of skills that have enabled me to oversee and guide teams through the end-to-end process, from ideation to production and execution of digital products and campaigns.

Skill Set

UI/UX	Design	Development	Platforms	Software
Design Systems	Artworking	HTML	Web	Sketch
Prototyping	Typography	CSS	Apps	Figma
User Testing	Iconography	Javascript	Display Media	Adobe CC
Accessibility	Animation	Email	Email	Invision
				Abstract

Experience

Product Designer

September 2020 – January 2023

Lickd

London, UK

- Enabling collaboration between the product team and tech leads; in crafting engaging solutions to genuine user problems whilst concurrently satisfying business needs through feature prioritisation.
- Using UX methodologies such as building user stories, user flows and personas, alongside analysing customer insights and data - to iterate the product through further user testing, wireframing and producing high-fidelity designs ready for handoff.
- Working closely with the UX Researcher to plan and execute user testing and synthesise the user insights to better optimise features across the platform.
- Through DesignOps methodologies; leading the Lickd Design System project through research and planning, platform auditing, cross-department workshops and implementation of the Figma team library containing the design components and documentation.
- Leading the UX/UI implementation of the new checkout flow through a series of iterations to better optimise user engagement, conversion and tackling music licensing jargon and the copyright clearance process during the product experience
- Guiding the business through the evolution of the browse/search experience, enabling creators to discover the most relevant music for their online content
- Overseeing the rebrand across the product in close collaboration with product, marketing and engineering.
- Working alongside the product manager in planning and conducting workshops using appropriate frameworks (e.g. ICE) to determine the next design iterations and areas of business focus.
- Handing off product design solutions to engineering through walk-throughs and documentation.

Product Designer

HubbleHQ

November 2019 – September 2020

London, UK

- Working closely with product managers and tech leads, in crafting delightful solutions to genuine user problems whilst simultaneously working towards business goals.
- Creating product and service user-flows in order to determine user stories and personas.
- Wire-framing, prototyping and creating high fidelity product designs and assets, and then validating through preparing and leading user testing and internal feedback sessions. From these findings, continually testing ideas and assumptions and iterating the designs. And importantly, explain and defend my design rationale with the wider team and stakeholders.
- Working alongside the product managers to present user testing session results back to the squad and wider team through workshops with appropriate frameworks (e.g ICE) to determine next design iterations and areas of squad focus.
- Being the champion for the HubbleHQ design system. Working closely with the engineers and regularly pairing with them to help set the rules and ingredients for new design assets and components (Sketch, Invision, Storybook and React).
- Designing the customer and host email correspondence which is an important part of the HubbleHQ service design.
- Additionally, help with social, display and print campaign artwork.

UI Designer

Ordre.com

August 2019 – November 2019

London, UK

- Guiding the design and tech team through the planning and adoption of a design system through user research, workshops, UI component audit, workflows and tools.
- Building the UI component library, style guides and documentation for all product teams to use.
- Collaborating with UX designers, developers, sales, marketing and developers to plan, research design and build high-quality products for our customers.
- Transforming mid-fidelity designs into pixel-perfect hi-fidelity designs that aid fast development.
- Ideating, prototyping and testing micro-interactions for implementation across products
- Conducting and creating user research, testing and UX documentation including personas, user scenarios, user flows, UI wireframes and prototypes for Ordre products.
- Developing and building digital content for store promotions and campaigns, and support the production of highest quality animation and film to use across multiple platforms including the app, the in-store screen network and social media.
- Ownership of design of interactive games in the Harrods app.
- Developing and introducing new workflows and tools to ensure output is planned, managed and executed in the most efficient way.
- Building relationships with stakeholders by leading workshops and workflow meetings.

Lead Digital Designer

Harrods

January 2018 – August 2019

London

- Managing junior members within the App Team driving high performance.
- Creative lead for the app, in-store digital screen network and digital creative projects.
- Ownership of all UI design and management of the design system for the Harrods App.
- Prototyping, user testing and handing over to developers to roll out new features.
- Supporting Art director leading the team of digital and motion graphics designers to influence and optimise digital design and drive innovation in all our digital collateral.
- Overseeing design and development of partner bespoke ads for the app
- Developing and building digital content for store promotions and campaigns, and support the production of highest quality animation and film to use across multiple platforms including the app, the in-store screen network and social media.
- Ownership of development and design of interactive games in the Harrods app.
- Developing and introducing new workflows and tools to ensure output is planned, managed and executed in the most efficient way.
- Building relationships with stakeholders by leading workshops and workflow meetings..

Digital Designer

Boutique 1

January 2017 – December 2017

London, UK

Digital Designer

Burberry

December 2012 – December 2016

London, UK

Digital Artworker

Burberry

June 2010 – December 2012

London, UK

Creative Technologist

Burberry

September 2009 – June 2010

London, UK

Education

User Experience Design

General Assembly

November 2017 – December 2017

London, UK

User Experience & Interaction Design

Interaction Design Foundation

January 2017 – December 2017

London, UK

Multimedia Design BA (hons)

Northumbria University

September 2006 – June 2009

Newcastle Upon Tyne, UK

Foundation Degree, Design and Applied Arts

University For Creative Arts

September 2005 – June 2006

Kent, UK

Volunteering

Digital Designer

Traid

June 2018 – June 2019

London, UK