

Summary

Versatile and self-motivated creative, possessing excellent interpersonal communication skills dedicated to the cross-fertilisation of ideas, fields and contexts between individuals, institutions and disciplines. Adopting a rigorously critical, human-centric viewpoint in practise and consulting.

Proficient in Figma and front end web development, can design for accessibility for web and mobile platforms. With a deep knowledge of the iOS Human Interface Guidelines, GOV.UK Design System, Google Material Design and IBM's Carbon Design System. Team player with the ability to conduct user testing and act on user feedback.

Experience

Head of Growth & Design
Gramrphone
Sep 2022 – Present

UX Research responsible for the entire customer lifecycle. Create tests and experiments to positively influence customer acquisition, customer conversion, customer retention and customer lifetime value. Very strong across the board in product thinking, interaction, visual design and customer empathy.

Interaction Designer
UK Health Security Agency
March 2021 – Sep 2022

Interaction Designer for the NHS COVID-19 App (Test & Trace), worked in a fast paced and constantly evolving agile environment, prototyping, collaborating and communicating between the technical and non-technical, in accordance with certain constraints (GOV.UK design system and Accessibility And Inclusion with the A11Y project)

UI Designer
Gramrphone
September 2019 – March 2021

Using Figma, I completed a series of prototypes for the mobile player interface and desktop application. I mapped out the onboarding process and gained feedback from musicians on how to simplify it further, thus reducing the average onboarding time by four times compared to the previous version. This also reduced onboarding friction which led to a six times improvement of downloads to installs throughput.

UI Designer
Lumify
September 2019

Designed wireframes and prototypes in Figma for an accounting system dedicated to ensuring that those who have invested in renewables receive full and accurate returns from the green energy produced. Accounting for Energy specialises exclusively in renewable energy land rent audits.

UI/UX Designer
Hopin
July 2019 - August 2019

Designed prototypes for web and mobile platforms using Figma and the Bootstrap toolkit for an emerging startup which gives users the ability to create captivating online events, where attendees can learn, interact, and network.

UI/UX Designer
allegorical.
January 2014 – May 2020

Website administrator and producer for film collective allegorical. (allegorical.co) which has produced and directed short films and music videos with a combined view count of 1,000,000 and 4,000 subscribers.

Education

London College of Communication (UAL)
BA (Hons.) Information & Interface Design
2016 – 2019

City of Westminster College: Paddington Green Campus
Access to H.E. Diploma in Computing
2015 – 2016

Skills

Adobe XD	FL Studio	Photoshop	HTML
Sketch	Logic Pro	Illustrator	CSS
Invision		InDesign	Javascript
Figma		Premiere Pro	