



Key skills

UX

Journey mapping
Wireframing
Low- & high-fidelity prototyping
Co-design approaches
Human-centred design
User story writing
Backlog prioritisation

UI

Figma, Sketch, Adobe, InVision (etc)
Designing with code
Design systems
Interaction design
Responsive design

User research

Remote & in person user testing
Surveys
Persona building
Market analysis
Ethnographic approaches
Scripted and unscripted interviews
Analytics analysis

Content

Content strategy
Tone and voice specification
Copy writing
Micro-copy
Content analysis
SEO awareness

Graphics

Branding
Screen and print assets
Photo editing
Digital painting
Vector illustration
Multi-channel marketing imagery

A11y

WCAG compliance
Accessibility audits
Inclusive design
Diversity awareness

Bonus skills

HTML, CSS and JS basics
Presentation to senior stakeholders
Expert facilitation of workshops
Impact analysis & ethical design
Fabulous hair
Owns their own wizard hat
Terrible puns



Experience

The answer to my parents oldest question: "How is mucking about on the computer ever going to get you a job?"

NannyML Senior Product Designer

Nov 2021 - June 2023

Progressed the open core business from ideation, through product launch of the OSS python library, to the release of freemium-model web application. Led design, user research & testing, collaborating with founders, growth team, data scientists, engineers, and users. Designed workflows, wireframes & high-def prototypes, initiating & facilitating product strategy workshops. Crystallised and documented the company vision - including a multi-year roadmap of features prioritised by aligning user research insights with business goals.

Highlights

- Reaching 750 Github stars in 6 weeks after launching on Product Hunt, following a six week cycle taking the OSS library from MVP to beta phase.
- Took the web app dashboard interface from vague idea to initial high-fidelity prototype in 6 weeks, including multiple user testing rounds.
- The final version of the web dashboard received glowing responses from design partners, with one senior data scientist stating that he "would chose this over what we have in PowerBI or Graphana."

BJSS Product Designer, UX Consultant and Business Analyst

June 2017 - Oct 2021

Agile consultant across a wide range of clients, including public sector security, healthcare, aeronautics, finance, energy, media, retail, and B2B services. Projects included digital transformation, brand launches, ecommerce elevation, iterative app delivery, and content strategy. Volunteered as office D&I champion and taught classes on UX and the basics of frontend development as part of BJSS's graduate program.

Highlights

- Rebuilt a complex, security-sensitive digital application form, resulting in user satisfaction ratings of 98%, while also contributing new components to the GDS.
- Awarded "Spirit of the Hack" for EDFs 2018 Powerhack event, while also being part of the winning team for our voice-integrated help chatbot.
- Measurably improved the efficiency and accuracy of safeguarding-focused data matching activities, by creating a GDS-compatible employee-facing design library, through collaborative design with expert users.

Zeta Senior web designer and Lead front-end developer

Oct 2012 - June 2017

Lead the generation and iterative improvement of multi-channel marketing for clients across many sectors, including the creation of white label brands to expand available audiences. Designed and managed the delivery of innovative internal tools to improve efficiency, including a GUI operated email builder and JS landing page framework.

Highlights

- Rapidly iterated campaigns based only on performance analytics & user recordings, increasing conversion rates by up to 60%.
- Individually responsible for designing, running & managing the branding and technical operations of campaigns with revenue in excess of £70,000.

Digital Visitor Web designer and Front-end developer

Sept 2011 - Oct 2012

Designed & built custom service instances for various client brands, integrating Digital Visitor's comments and discussion plugins into their web experiences.

Highlight

- Helped re-establish trust in a client's platform after a serious server crash by rapidly rolling out new features and customer- tailored designs.

Color Confidence Website & email designer and Front-end developer

Feb 2011 - Feb 2012

Designed and built emails and microsites for multiple marketing campaigns, both B2B and B2C. Guided migration to cloud-based internal operations while working remotely.

Independent contractor 2006 - present

Contracting designer and front-end developer for varied clients including bands, cabaret events, artists, various small to medium sized businesses, and agencies.