

I am a digital product designer with over 23 years experience. I specialise in creating beautiful user-centred digital products and services. I have extensive experience in responsive web and native apps, across all devices. I strive to create user led design and find solutions to any problem through communication and creativity. I use prototyping to help clients visualise their product and to ensure a clear simple, yet engaging narratives. I pride myself in having an exacting eye for detail to ensure visual consistency and seamless user journeys. I've had the pleasure of working with, and learning from, some of the biggest brands and best agencies in the industry - Sony, BBC, Amazon, Clarks, Audi, Publicis, BBH, Razorfish and Digitas LBi. This has given me the experience to be a confident communicator, work in Agile environments, whilst enjoying the variety that keeps me passionate about what I do.

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## **FREELANCE EMPLOYMENT 2008 - Present**

### **Greenpark, Senior UX / UI Designer May 2019 - Present**

I have worked on a number of projects for Greenpark over recent years. The agency specialises in, using data-driven insights, impactful creative solutions and informative SEO content to ensure brands engage meaningfully with their audience.

- **Unilever - All Things Hair**

I have worked on All Things Hair for a number of years. The initial brief was to completely redesign the Unilever's hair care website. The goal was to keep customers engaged, improve onward journeys and develop relationships with Unilever brands. We used a playful design and conversational tone, clear sign posting to relevant content and products. The UX and SEO was improved through considered taxonomy and meaningful classification of content and considered site structure, page layout and content hierarchy. I continue to work on ATH digital rebranding, site design refresh and improving user journeys.

- **Clarins - Beauty Daily**

To capture a wider audience, Clarins wanted to create an editorial site using informative SEO content. This would organically drive users to engage with their beauty and skincare offerings and direct them to the products purchase. For this project I defined a number of user journeys, based on different personas. I created the navigation structure, sitemap and wireframes for core pages and reusable components. I designed the full responsive site UI based on Clarions brand book. And completed the project with cross platform UI and interaction guidelines for the design and development team.

- **Campari Academy**

Campari Academy wanted to expand their 'centre of excellence' reputation to a digital educational platform, to inspire, train & connect bartenders around the world. As a UX specialised I gathered insights from the bartending community through competitor research and interviews. I defined a number user journeys, and created the sitemap, which gave a clear and structured approach to the platform.

### **Sony Pictures Entertainment, Native App Designer Nov 2019 - Mar 2020**

I worked with a small team of designers on the Sony Video on Demand white label product. I was responsible for the UX / UI for the iOS and Android apps across mobile and tablet. The product had to be consistent and work across all platforms and be 'skinable' for any company branding and/or country, whilst following the set guidelines.

### **Synnous, Design Lead Oct 2017 - Present**

Design Lead at Synnous, a creative agency specialising in digital products for a range of clients in healthcare, recruitment and e-learning. I'm responsible for all UX / UI, prototyping and production design, working closely with the development team and liaising with clients to ensure high quality enduring products.

- **CEMBooks**

CEMBooks is an online digital product we created to help improve productivity and visibility within NHS hospitals. I initially created a proof of concept prototype to show how the product would look and function. Then created all the UI and complex UX journeys for the user facing product and multi-permission admin screens. On completion of the responsive web, I created a native app version of the product. The roll out of this product has started and being used in NHS hospitals.

## **Rare Recruitment** Jun 2018 - Present

Rare specialise in connecting elite professions, such as law, with a more ethnically and socially diverse range of candidates. I have worked as their UX / UI designer on a number of in-house digital products. Candidates can create a comprehensive online profile, which firms then can search and then be guided through the whole application, interview and hiring process.

## **BBC Worldwide, Senior UX / UI Designer** Oct 2014 - Apr 2016

I worked as part of a team on the BBC Store responsive website, a transactional video on demand product. I produced UX and design for a number of page templates that worked across multiple devices. I also took on a primary role creating the UX and design of the BBC Player website and native iOS and Android apps. A video on demand product which was rolled out in Singapore and Malaysian.

## **Bartle Bogle Hegarty, User Experience Designer** Jan 2014 - Sep 2014

Worked closely with the Creative Director to produce the UX and UI design for the new Clarks shoes B2B and B2C responsive websites, which has been used throughout the international market. The design language is consistent with the honest, upbeat, distinctive brand of Clarks and provides a clear flow through editorial content, while maintaining clear paths to purchase.

## **Amazon, Senior UX / UI Designer** Sep 2012 - Mar 2013

I worked with the London and Seattle design teams to produced an improved UX and new visual style for the Amazon Prime Video website. It was a landmark project because it was designed outside the current constraints of the Amazon templates. Also worked with cross-platform teams to ensure there was a consistent experience across all devices.

## **Razorfish, Senior Digital Designer** Apr 2011 - Jul 2012

I had a primary role redesigning the Kurt Geiger website and designing a 'Behind the Scenes' site for McDonalds. I was Senior Designer for the Audi website, redesigning sections of the site to improve the user experience. Produced pitch winning designs for the Audi app, WeightWatchers campaign and Emirates Airlines social media strategy.

## **BBC Future Media & Technology, Senior Web Designer** Nov 2009 - Mar 2011

Held the role of Senior Designer within the User Experience & Design team and worked on a number of BBC websites including Food (Lovie Award winner), Earth Science and Solar System.

## **BBC Audio & Music, Senior Web Designer** Dec 2008 - Mar 2009

Worked on the UX / UI of the Radio 2 website, using an established Radio 2 brand kit.

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## **PERMANENT EMPLOYMENT 2000 - 2008**

**Tamar, Lead Designer** 2006 - 2008

**Complinet, Senior Designer** 2003 - 2006

**Concise Ltd, Multimedia Designer** 2000 - 2003

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## **SKILLS**

Figma, Sketch, InVision, Zeplin, Photoshop, Illustrator, InDesign, Keynote, Coding HTML and CSS

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## **QUALIFICATIONS**

**University of Portsmouth**

BA Hons in Art, Design & Media (Communication Design, 1st class), 1997 - 2000

Art Foundation Course, 1995 - 1996