



Related Experience

Jan 2018 - Present

UX Designer - Research (3 month contract)

Hello Human (Sydney)

- Conducted contextual enquiries around rural Australia
- Utilised key methodologies; customer journeys, affinity maps, score analysis
- Worked in partnership with Lead User Experience Designer

Sep 2017 - Dec 2017

UX Designer (3 month contract)

Funeralbooker (London)

- Introduced an efficient creative handover process with remote developer team
- Improved accessibility and usability using WCAG guidelines
- Established feedback loops for detailed customer insights
- Designed new product page, which saw considerable increase in conversion

Aug 2015 - Sep 2017

UX Designer

Firebox.com (London)

- Championed mobile first approach which saw 17% increase in customers
- Design Lead, Project Manager and ReactJS Developer on entire site rebrand
- 108% increase in gift wrap revenue YoY

Jun 2012 - Feb 2013

Graphic & Web Designer

NABO (London)

Aug 2011 - Jun 2012

Multimedia Designer

Soarmedia (London)

Please see next page for technical skills and education



Technical Skills

5+ years exp.

- UX/UI Design
- HTML, CSS, SASS & LESS
- Javascript
- Mobile First & Responsive Design
- Wordpress Development

3+ years exp.

- User Research
- ReactJS
- Agile workflow
- PHP/MYSQL
- Marvel prototyping

Software

- Adobe Suite
- Sketch
- Terminal
- Framer
- Sequel Pro

Education

University of Lincoln

Multimedia Technology (BSC)

Graduating in 2011, the course involved learning the technical aspects of computer software and how people use them. Included modules on HCI.

Beauchamp College

A-levels

- Photography
- Graphic Design
- Film Studies
- Computing (AS-level)

"Be better than yesterday"

Everything I do in life is focused on being a better person than I was yesterday.

Building my UX craft, mastering a new gymnastics move, or improving my coding ability, my intent and purpose drives me as an individual, ensuring that I truly make the most out of every day.

This mantra influences my design approach, focusing on deliberate practice and striving to be the best, whilst gaining help from experts in the field like IDEO & NN/g.