

## UX/UI EXPERIENCE

- **Freelance Clients - 04/2019 - present**

Product Designer (Personal freelance business) London

- **- HC Media - 07/2021 - 03/2022 London**

I worked on creating a platform for HC media that connects creatives with their audiences. I have worked on the full end-to-end process of this website design. I have been working with the client for 9 months.

- **- Loanable - 04/2019 - 07/2019 London**

Loanable is an online platform that connects people and businesses with lenders based in London. I was given the task of designing their full loan quote-to-buy journey.

- **OneGo - 08/2020 - (part time) present**

Co-founder / Chief Product & Design Officer / London

OneGo is a door-to-door travel booking service that incorporates all tickets needed for the journey on a single platform (in- app). We make it easy to help you choose the most sustainable green travel option to get to your destination. I have been the sole product designer on this project.

- **This Place - 01/2020 - 07/2021**

Product Designer (Permanent role) London

Within my role at This Place, I have worked on a variety of projects, including:

- **- Albert Essentials app**, a supermarket ecommerce app for the Czech Republic. I worked with one other designer, undergoing the full end-to-end creation of the app. The project consisted of a 5 month design process, and a further 2 months of ongoing support for the development team.

- **- Ahold Delhaize**, a supermarket corporation, with connected brands across Europe. I have been focusing on journey optimisation across numerous Ahold Delhaize brands for both web and app. This has included improving the journey for delivery and collection time-slots, improving drop off rates and working on loyalty programmes.

- **- Big Issue**, for which I conducted a UX audit of their current site and COVID-19 appeal page. I undertook a full redesign of this page and other areas, aiming to provide awareness and support for the Big Issue vendors during the pandemic. I spearheaded the design for this project.

- **Foolproof - 09/2018 - 12/2019**

Product Designer (Permanent role) London - 12/2018 - 12/2019

Within my role at Foolproof I have been working on a variety of projects which include:

- **- AVIS**, an established car rental service, wherein me and another designer had the task of redesigning their end-to-end booking journey.

- **- Adobe products**, optimising the landing pages for Adobe products, such as Photoshop, Illustrator, Indesign & Premier Pro for the French and Russian market. I was the main designer on this project, with the project lead to support.

- **- Pet Plan**, redesigning a quote-to-buy experience for Pet Plan, an pet insurance company. I was working with one other designer on this project.

- **- Oneshot**, supported the development with one other designer of One Shot Immersive's virtual reality training experience, used to improve mass casualty triage in austere and high-threat environments.

- **Foolproof internship - 09/2018 - 11/2018**  
Product Designer London
  - **RBS Group**, working on redesigning their information architecture across all their brands.
  - **HSBC**, working on research, customer journey maps and focus groups.
- **Black Denim - 03/2018 - 07/2020**  
Co-founder / Product Designer (Freelance business) London  
Collective freelance duo of two UX/UI designers working on a variety of freelance projects.
  - **DCC:** 05/2020 - 07/2020 London  
DCC is an Chinese / German finance consultancy and retailer based in Beijing. We were given the task of providing them fresh designs for their corporate website.
  - **Miadori:** 01/2019 - 02/2019 London  
Miadori is an online beauty service provider and retailer based in Madrid. We were given the task of providing them fresh designs for their website and creating their booking journey.
  - **Asylum Links:** 05/2018 - 06/2018 London  
Asylum Links is a charity that focuses on providing information to refugees and asylum seekers. We redesigned their website and web app to appeal to a wider audience. It was a two week sprint.
  - **YAM Records:** 03/2018 - 04/2018 London  
For this project we were asked by our client YAM Records, a record label and online music platform, to redesign their website. They wanted to optimise their existing sales funnel and add prominence to their label.

## EDUCATION



**2008-2012**  
Bryanston School  
Art (Sculpture)  
Classical Civilisation  
Economics & Business



**2012-2012**  
UAL  
Art Foundation



**2012-2015**  
University of  
Brighton  
Interior  
Architecture(Hons)



**Jan-April  
2018**  
RED Academy  
UX Professional  
Design Course



## SKILL SET

**TOOLS:** Sketch, Figma, Protopie, Invision, XD, Zeplin, Photoshop, Illustrator, Indesign & Userzoom.

**DESIGN:** Scrum and Agile methodologies, UI, Responsive design, User testing and Digital illustration.



## INTERESTS

- . I have my own sustainable clothing brand, called Try Wild Clothing.
- . I am a mentor for FSN (Online Programme Supporting Diverse Young Entrepreneurs During Covid-19).
- . I have worked in the USA, France, Cambodia and Greece.