

👤 A bit about me

- **Designing customer-facing AI tools end-to-end; using AI to accelerate research, prototyping and delivery.**
- 7 years of product design experience, infusing core principles from my architecture background in my UX/UI work.
- Diverse experience in-house + agencies across procurement, wellness, finance, pharma, SaaS, VR, charity e-commerce
- Proficient in both UX and UI methodologies, I bring a harmonious blend of functionality and visual elegance to my work.
- Passionate about sustainability in design. Co-founded OneGo, a sustainable travel startup.
- I've mentored junior UX designers part time and also business founders in programs like Future Startup Now.

Experience

● Efficio Consultancy (procurement) / Senior Product Designer

Contract: 05/2024 - Present

Within my consultancy contract at Efficio, I have been Design Lead for Yorkshire Water and delivered product design across client-facing and internal platforms, focusing on data-driven UX, stakeholder alignment and process optimisation:

- **Design Lead for Yorkshire Water's cost assurance app**, designing suspicious-order detection flows + dashboards; increased monthly review rate **4.3% → 10.7%**.
- **Designed customer-facing AI tools within Efficio's client platform, shaping end-to-end workflows for users.**
- Designed and enhanced Efficio's internal consultancy platform, streamlining project management for consultants.
- Used Heap analytics to guide design decisions and improve user journeys.
- Managed stakeholder relationships, aligning product direction with business needs.
- Introduced and collaborated on bringing AI tools into our daily design process. Improving figma strategy, such as files structuring and organisation, and processes, while strengthening collaboration with developers for smoother handovers and faster delivery.

● Moments of Space (iOS Meditation app) / Senior Product Designer

Perm: 06/2022 - 03/2024

A Meditation app co-founded by Gwyneth Paltrow

Within my role at Moments of Space, I worked on a variety of areas within the app:

- Collaborated closely with cross-functional team, spearheaded designs for 8 key user journeys while maintaining and growing our design system.
- Implemented data-driven solutions to live user behaviour, utilising Mixpanel analytics and **increasing product stickiness by 6%**.
- Led the implementation of AI recommendations in the app, working closely with developers.
- Spearheaded user research and testing to validate and test new concepts.
- Pioneered a MoS community led user-testing approach, involving our Discord community for real-time feedback.
- Worked closely with developers to evolve our QA methodology and create better UX documentation for handover.
- Spearheaded the design on a Vision OS app (VR) offering.
- Led the design on a web3 open letter NFT campaign, seamlessly integrating blockchain functionality.

● Graphite Digital (UX Agency) / Senior Product Designer

Contract: 03/2022 - May 05/2022

- I worked on a short-term contract basis for a prominent pharma client, using design system to develop user journeys.

● HC Media (Creative Social Platform) / Lead Product Designer

Contract: 07/2021 - 03/2022

- Led end-to-end product design for a creative social platform connecting creators and audiences; partnered with engineers to launch the MVP.

● This Place (UX Agency) / Product Designer

Perm: 01/2020 - 07/2021

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

- **Albert Essentials app**, co-designed a React Native app end-to-end with one other designer (5-month delivery).
- **Ahold Delhaize**, a supermarket corporation. In a team of 3, built prototypes and improved delivery/collection journeys across 8 EU brands; **reduced drop-off 22%**.
- **Big Issue**, Led UX audit and redesign of the COVID-19 appeal journey; **increased donation conversion 6%**.

● Foolproof (UX Agency) / Product Designer

Perm: 09/2018 - 01/2020

Within my role at Foolproof I worked on a variety of projects which included:

- **AVIS**, redesigned the end-to-end booking journey with another designer; delivered flows, journey maps and UX recommendations.
- **Adobe products**, optimised the landing pages for Adobe products, such as Photoshop, Illustrator, Indesign & Premier Pro for the French and Russian market. I Led the design on this project, with the project lead to support.
- **Pet Plan**, redesigned 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 of One Shot Immersive's virtual reality training experience, used to improve mass casualty triage in high-threat environments in Syria. Providing a UX audit of the app and conducting user testing
- **RBS Group**, redesigned their information architecture across all their brands.
- **HSBC**, worked on research, customer journey maps and focus groups.

Other Experience

Offline (Anti-Social Media App) / UX/UI Consulting

Part-time: 11/2025 - present

Joined the Offline team to help provide expert ux/ui advice on their native react social media app. Launching soon.

OneGo (Travel app) / Co-founder / Product Designer

Part-time: 08/2020 - 04/2022

Led design efforts for OneGo, a sustainable travel service app, collaborating with cross-functional team of 4 to develop a comprehensive app mvp with 8 user journeys. My responsibilities encompassed user testing, extensive market research, and creation of a robust design system. Built using Flutter, a hybrid app-building tool for both iOS and Android.

Tools

Figma, Figma Make, Velocity, ChatGPT, v0.dev, Loveable, Photoshop, Illustrator, Userzoom, Usertesting, Jira, Notion, Mixpanel, Heap & Miro

Skills

Responsive design, User and Landscape research, User flows, User testing, Prototyping, Digital illustration & Stakeholder management

Methodology

Agile (Scrum/Kanban), stakeholder-led discovery & iteration

Education

Art Foundation

University of Arts London
2011-2012

BA: Interior Architecture

University of Brighton
2012-2015

UX Design

RED Academy
Jan-April 2018