



PROFILE

An accomplished and well rounded creative thinker with a keen eye for detail, a healthy enthusiasm for great ideas, with a drive to create the best customer experiences for digital products.

Experienced working with ambitious start-ups to large established organisations, delivering simplified and practical solutions that fulfil both user and business requirements across native apps, responsive websites and digital TV products

- ✔ A customer centric approach when balancing different requirements and making design decisions.
- ✔ Using data findings and user insights to validate and refine a design approach.
- ✔ Strong visual designer with ability to create solutions that work visually, technically and commercially.
- ✔ Good communicator, comfortable working with clients, project managers and stakeholders.
- ✔ 18+ years experience working for blue chip brands and clients.
- ✔ Experience working in an Agile project management environment.

CORE SKILLS



- ✔ User interface & visual design
- ✔ Animation & transition design
- ✔ Building prototypes for user testing
- ✔ Utilising research & data insights
- ✔ Developing UI design systems

TOOLS USED ON THE JOB

SOFTWARE:

Sketch, Zeplin, Photoshop, Illustrator, InDesign, After Effects, Axure, Marvel, Invision, Principle

CODING:

HTML, CSS, Basic Javascript

OTHER SKILLS:

Conversational Spanish & Hungarian

EDUCATION

BA (HONS) VISUAL COMMUNICATION GRAPHIC DESIGN – 2:1
SEP 1997 – JUN 2000

Surrey Institute of Art and Design University

FOUNDATION STUDIES ART & DESIGN
SEP 1996 – JUN 1997

Wyggeston Queen Elizabeth College

SENIOR DIGITAL PRODUCT DESIGNER

NEWS UK (THE SUN, SUN SAVERS, TALKSPORT) – FEB 2018 - DEC 2019

Working across both native app and web platforms. This role involved:

- Using analysis from user research and data findings to deliver continuous feature refinement and development across Sun Mobile apps helping to strengthened engagement and grow the active user base, while helping to lift app store rating solidly above 4 stars on iOS and Android.
- Establishing a new push notification strategy for The Sun native apps aimed at increasing user opt in and overall engagement with news alerts.
- Designing a highly successful trial for collecting audience insights for The Sun digital platforms which delivered x3 more customer data than targeted.
- Helping TalkSPORT increase user listening hours and engagement by defining a proof of concept prototype app and outlining an MVP for development.
- Improving the user experience and development efficiency of the Sun Savers product through the introduction of a UI design system while assisting the development team with product replatforming to the React Native framework.
- Ensuring delivery standards were kept high through collaboration with the on and off site development teams.

DESIGN CONSULTANT (4 WEEK CONSULTATION)

WEBCREDIBLE – JAN 2018 - FEB 2018

A four week discovery project to define a proposition for a new financial, data focused website for investors and analysts. This role involved:

- Helping to establish project goals, requirement and constraints through client workshops.
- Producing detailed prototypes that included company brand exploration, website look and feel, content approach and IA.
- Validating the proposition through user interviews.
- Delivering design documentation including iterations and refinement following insights from the research findings.

SENIOR INTERACTION DESIGNER (CONTRACT)

GLOBAL EAGLE – MAY 2017 - DEC 2017

This role involved:

- Delivering designs for new airline passenger entertainment GUI system for two airlines in partnership Panasonic and Thales.
- Working from concept through to final delivery in collaboration with clients, senior stakeholders and development teams.
- Providing UX and UI documentation including animated transition designs.

SENIOR INTERACTION DESIGNER (CONTRACT)

TICKETMASTER – JUN 2016 - MAR 2017

A nine month project to complete a responsive, mobile first redesign of Ticketmaster's white label sports ticketing web platform. This role involved:

- Ensuring best possible user experience while balancing user requirements and existing platform limitations.
- Enabling future development efficiency by producing a design pattern library for new responsive components.
- Creating a simplified visual design language to allow the solutions to be easily reskinned for individual clients needs.
- Validating our design approach through rapid prototypes for user testing.

SENIOR INTERACTION DESIGNER - TV PRODUCT

TALKTALK – OCT 2015 - JUN 2016

This role involved:

- Driving a consistent user experience cross-platform for the existing TV product (TV Set Top Box, native mobile apps, web).
- Conducting user testing to evaluate new features and designs.
- Using data insights to help drive and validate continuous innovation.