



I am a collaborative multi-discipline designer with 4 years of experience in creative/product design agencies and 4 years working remote with an array of clients. I combine my vivid imagination with a desire for practical solutions. From complex UI patterns to research and empathising with the product needs I am a versatile designer that always delivers the best customer experience. I love working on new innovative start up ideas and have recently been volunteering for side projects and charities in Asia and Africa.

WORK EXPERIENCE

Visual Nomad

Remote, 2018 - present

Director of a remote design company working on a range of UI/UX Design projects. Projects often include defining digital brand identity from an initial concept through to a fully functional profitable website/app/product. Recent agencies include Splendid Unlimited, Huge, Foolproof, Appnovation, Double and Else London on a plethora of client work such as Shell EV, Adobe, TUI Blue, Mini and T.Rowe Price. Other clients include a range of startups such as Mixo, SeekerPitch, Caspar Alexander, Kithward, Flash Pack.

Flash Pack

Remote, 2019 - 2020

Freelance UI/UX Designer for a London based travel start up on a rebrand project. Together with brand team and developers, we worked with an agile methodology to quickly test and implement new designs using a digital component library. With extensive knowledge of the company's target market I delivered an entire suite of new page designs with smooth interaction, a new digital modular style guide and ran user testing workshops to validate the customer journeys. Within a few days of the new rebrand, the company made almost 10x their usual monthly profit.

Mirum (WPP)

London, 2016 - 2018

Mid Weight UI Designer for a creative digital advertising and product design agency. I collaborated with all teams on a diverse spread of projects including pitches, design strategy, advertising campaigns, UI design and internal branding for the company. I excelled at going the extra mile in high pressured briefs. Clients include Activia, Shell, Bayer, Bepanthen, Pandora, Lumene, Hilti.

Brilliant Basics

London, 2014 - 2016


Associate UI Designer for a global product focused design studio. I achieved high level knowledge and first hand experience spending a month assisting creative briefs in numerous teams, including Visual Design, UX Design, Strategy and Marketing. Specialised in responsive UI design that delivered the best customer experience for a range of clients. Clients include Insead, Headbox, CBRE and numerous different start ups.

KEY SKILLS

 Adobe Photoshop

 Adobe Illustrator

 Adobe Indesign

 UI (70%) / UX (30%)

 Pitching/Presenting

 Figma/Sketch/XD

 Invision/Mavel

 Concepting

 Design systems

 Design Strategy

EDUCATION

The University of Manchester 2010 - 2014 (2:1)
Design Management

The University of Sydney 2012 - 2013 (2:1)
Year Exchange Program in Marketing and Creative Advertising

Ravensbourne College of Design and Communication
2009 - 2010 (Merit)
Foundation Diploma in Art & Design