

About me

I'm a remote UX/UI designer with a passion for creating intuitive, elegant, and simple products that solve real problems and delight users. I work closely with teams of designers, engineers and managers to identify problems and validate solutions. I specialise in design thinking methodologies and base my designs on data gathered from user and market research.

UX/UI Consultant | May 2016 - Current

I work collaboratively with startups, launching and optimising products such as SaaS software, apps and websites. My work includes:

- Conducting research, usability studies, workshops and testings to gather feedback on existing products and new features.
- Designing userflows, wireframes, prototypes and design systems that drive consistency and coherency across the product.
- Finding elegant solutions to complex issues and articulating them to team members and clients.

Some of my clients are:

Airstream: Designing a hybrid of an online magazine, a travel guide and e-commerce website for Airstream's accessories and supply.

Cera Care: Designing 2 new apps for care givers and family members to allow for full transparency and data analytics of home health care.

Profinda: Sole designer, creating a new B2B HR management SaaS platform for large enterprises such as KPMG, EY and more.

UX/UI Design Mentor | Springboard | Jan 2020 - Current

I mentor UX/UI design students on an online course. This is a part time role that includes weekly 30 mins calls with 4-6 students.

- Providing real world tips and advice on any UX/UI related questions
- Monitoring student's progress and helping them achieve their goals
- Assessing course work and providing feedback where needed

UX Architect | Reed Online | May 2015 - May 2016

In charge of the main, job seeker part of Reed's website. I was part of a scrum team practicing agile methodologies.

- Conducting qualitative and quantitative research (field research, user interviews, usability testing, quant surveys, secondary research and more)
- Running workshops, presenting ideas to entire company and stakeholders
- Collaborate with team members to ensure an end to end unified product experience across all user touch points

UX Designer | House of Kaizen | Apr 2014 - May 2015

I was the sole UX designer within a conversion optimisation team, working on multiple projects & large brands simultaneously.

- Rapidly creating designs for A/B and usability testing on platforms such as VWO and Optimizely
- Designing user flows that convert across the entire product touchpoints
- Identify opportunities to drive user growth and design concepts accordingly

Clients I worked with include: **News UK, Avis, Thistle hotels, Immediate media & Hearst magazines.**

UX/UI Designer | Nov 2013 - Apr 2014

I worked remotely for various types of clients, collaborating with teams of CEOs, product owners & developers.

- Creating wireframes and UI designs for both mobile and websites
- Conducting user research, usability tests and industry analysis
- Working closely with teams of engineers and stakeholders

My tools

- Sketch
- Invision
- HTML - basic
- Zeplin
- Miro
- CSS - basic

Education

- UXDI | General Assembly | Dec 2013 - Feb 2014
- MA Product Design | Metropolitan University | Sep 2009 - Sep 2010
- BA (hons) Architecture | Westminster University | Sep 2005 - Sep 2008