

N yMaeve Willie-Pepple

UX/UI Product Designer

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Work Experience

SPARCK (BJSS) | Product Designer

November 2020 – present, London UK

- Re-designed critical reporting and management tools for the UK's largest payments services company.
- Lead design projects and produced high-quality user experience (UX) outputs such as personas, user journeys, user flows, wireframes, mock-ups, designs, prototypes and blueprints.
- Synthesised user insights, market data and global trends – and turned them into great user experiences.
- Collaborated with clients and developers to bring designs to life, balancing user needs, business requirements and technical constraints
- Engaged in usability testing to continuously iterate ideas and designs
- Used UX and product design best practices & trends to incorporate these into deliverables
- Ran workshops with clients and presented deliverables to senior stakeholders
- Worked alongside other disciplines (such as research, strategy, service design etc)
- Used my sense of aesthetics to tell a story visually and to make beautiful and clear digital artefacts.

NHS | Interaction Designer

SPARCK Consultancy | Dec 2022 – present, London UK

- Currently, I am working as an interaction designer on an NHS project focused on improving patient access to test results through the NHS App
- I have been responsible for designing and delivering intuitive interfaces and user journeys that prioritize clarity, ease of use, and accessibility.
- My role in the discovery phase of the project was focused on conducting extensive user research to gain a deep understanding of the needs and preferences of patients when it comes to accessing and interpreting their test results through the NHS App.
- Leveraging user-centered design methodologies, I developed user personas, journey maps, and other design artifacts to inform the creation of intuitive interfaces and streamlined user journeys.
- Collaborating with stakeholders and development teams, I presented my findings and design recommendations, iteratively refining my designs based on feedback to empower patients to manage their health and wellbeing with ease.

Mastercard | Lead Product Designer

SPARCK Consultancy | Nov 2021 – August 2022, London UK

- I acted as the lead designer for the redesign of Mastercard's Send 2.0 payment portal to onboard and facilitate financial processes for Transaction Initiators and Originating Institutions.
- I collaborate closely with the client and developers to bring designs to life, balancing user needs, business requirements and technical constraints.

Education

UCL / LLB Law

2014–2017

Bachelor's Degree, LLB

Grade: 2.1

IDF / Certificates

NOV 2021

Accessibility: How to Design for All

Design Thinking: The Ultimate Guide

Codecademy / Certificates

MAY 2021

Learn HTML Course

Skills

Tools: Sketch, Figma, AdobeXD, Invision, Abstract, InDesign, Photoshop, Adobe Illustrator, Premiere Pro, Webflow, Notion, Miro, Trello

Languages: HTML, CSS

Soft: Design process, product focused, UX architecture and design, dealing with ambiguity, communicative, self-starter

- I facilitate design reviews with the client and present deliverables to senior stakeholders.
- I work with the design system to produce high-fidelity user experience outputs and prototypes.

Lloyds Banking Group | Lead Product Designer

SPARCK Consultancy | June 2021 – November 2021, London UK

- I designed the LBG DocHub system which combined the journey of Identity verification and document upload for customers to complete financial applications seamlessly online.
- I worked alongside service designers and developers to produce high-quality user experience outputs such as user journeys, user flows, wireframes, mock-ups, designs, prototypes and blueprints.
- I engaged in usability testing to continuously iterate ideas and designs.
- I created high-fidelity responsive designs across four of LBG's brands – Halifax, MBNA, Lloyds Bank and Bank of Scotland.

Vocalink | Product Designer

SPARCK Consultancy | March 2021 – June 2021, London UK

- I re-designed the Vocalink's Payment Service Website (PSW- wearepay.uk).
- I simplified complex, painful flows whilst maintaining current functionality to improve the overall user experience for 3 types of user: Service user (business/corporates), direct participant (banks) and Vocalink.
- I used the established design system created during phases 1-3, to design UI for phase 4 features. I worked with client business analysts in 2-week sprints, using the double-diamond method to make sure to-be screens were meeting requirement from user stories.
- I facilitate review sessions with business analysts and developers to make sure designs were technically feasible.
- I carried out user testing with the new designs on the relevant user group and iterated where needed. Part of the design process also included presenting designs to Pay UK and the various banks they work with to showcase and walk-through designs.

Financial Conduct Authority | Product Designer

SPARCK Consultancy | January 2021, London UK

- The FCA sought support for their Ideas Lab – an internal programme to identify project opportunities on how they can use data analytics to automate, prioritise and discover new ways to work and regulate.
- I was able to support this project within the 'pitch preparation' stage by creating visual mock-ups and wireframes for up to 9 participants during a 2 week process by having one-on-one sessions with participants to talk through their ideas before I started designing. These designs were then used in participants pitch decks for the FCA Ideas lab.

BP | Product Designer

SPARCK Consultancy | December 2020, London UK

- I redesigned the BP Quick app to improve the UI and user journey to enable users to manage, top-up and distribute their fuel cards within their businesses.
- Carried out heuristic reviews, internal design workshops and Produced high-fidelity app designs in-line with user needs, business requirements and branding.

Medicspot | Product Designer & Marketing Exec

MAY 2019 – NOV 2020, LONDON UK

- I carried out the UX/ UI design of product and web pages and improved customer conversion.
- Leveraged SEO tools and best practices to maximise SERP positions.
- Wrote health and wellness content for the website and third-party publishers.
- Designed content for the launch of Medicspot new clinics and created email marketing campaigns for pharmacies and patients.
- Designed informative content and created videos to help doctors transition from in-person to video consultations during the COVID-19 crisis.
- Created, distributed and optimised video content for YouTube which led to a 1900% increase in subscribers and over 300,00 views.

Maedia | Founder

NOV 2019 – MAY 2019, LONDON UK

- Working freelance with start-ups to deliver prototypes of websites and apps to clients quickly.
- Scheduling and producing photos, videos and written content for individuals and start-ups.
- I worked on UX/UI projects for clients using AdobeXD.
- Developed business strategy and designed user pages to increase conversion.
- I worked with developers to ensure client deadlines were met.

Next Jump | Site Content Manager

JUL 2018 – NOV 2019, LONDON UK

- Ensured the smooth implementation and strategic planning of content to an e-commerce marketplace with over 30,000 merchants: perksatwork.com.
- Collaborated with the marketing team to build marketing campaigns for partners and edited both existing copy and new marketing materials to improve CRM.
- Ensured site pages were merchandised and attractive, having both user experience and enterprise in mind.
- Liaised with affiliates and partners to create new content on site.
- Solved site issues in collaboration with the engineering and customer service team.
- Liaised with affiliates and partners to create new content on site and increased conversion and revenue for partners such as EE, Virgin Media and John Lewis.

The Smarty Train | Digital Assistant

FEB 2018 – JUN 2018, LONDON UK

- Created digital/graphic content for corporate events, training sessions and global campaigns – video creation, storyboard and conceptual development, infographic design, presentation design.
- Carried out behavioural science research and social media content research and creation.
- Worked on the development of the company website – creating website wireframes and communicating with the website developer.
- Improved turnaround time for global campaigns with clients such as Santander and BP.
- Supported the delivery of events and training session.