

PROFILE

I specialise in interface design and prototyping. I've worked designing digital experiences in a variety of contexts; at agencies and design studios, as well as with start-ups, and in-house teams.

While my roles in these contracts have varied slightly in title; from Interaction Designer, to Visual Designer, to Motion Designer — all of these roles have focused on creating design solutions from a user centred perspective in the form of digital products and services.

SKILLS

Proficient in industry-standard design tools including **Figma**, **Adobe XD & Creative Suite (Photoshop, Illustrator, InDesign)**, and **HTML/CSS**. Experienced in creating and maintaining design systems, Skilled in **UX research** methodologies, design strategy, and stakeholder management. Adept at **wire framing**, **prototyping**, and creating **mockups**. Strong analytical and problem-solving skills complemented by effective storytelling abilities.

Keeping up to date with **AI Design & Marketing Tools**

My skill set includes:

- Information architecture
- Interaction design
- User flows and journey mapping
- Wireframing and prototyping
- maintaining component libraries
- Establishing design guidelines
- UX Research
- User interviews
- Usability testing
- Surveys and questionnaires

EDUCATION

De Montfort University
BA PRODUCT DESIGN

REFERENCES

Reference available on request

WORK EXPERIENCE

CENTAL8

2021 - Present

UX / UI Designer

Spearheaded UI design process for web and mobile applications, leveraging Figma to create and maintain a comprehensive design system, resulting in a 40% increase in design consistency and a 30% reduction in development time.

Led cross-functional collaboration with product leads and engineering teams, conducting concept validation research and usability testing, which improved user satisfaction scores by 25% and increased user retention by 15%.

Implemented data-driven design decisions through quantitative and qualitative research methods, presenting findings to stakeholders and justifying design choices, leading to a 20% increase in product adoption rates and a 35% decrease in user-reported issues.

Design Agency

UI / UX Designer

July 2019 - October 2021

- Creating designs at a range of fidelities to help gain consensus with customers and stakeholders
- Prototyping in Figma to allow rapid evaluation of customer ideas and acceptance of new features.
- Review qualitative and quantitative data to suggest roadmap items designed to improve problem areas and key user journeys.
- Create UX test scripts that help to evaluate solutions before being implemented.
- Designing with a mobile-first approach

Freelance

UI Designer

March 2018 - July 2019

I leveraged wire framing and user interviews to optimise the setup flow for an enterprise software application, significantly enhancing user onboarding. My contributions included:

- Crafting wireframes and visual designs for an internal project website, effectively showcasing the initiative
- Prototyping and defining interaction models and motion behaviours for a gaming platform, elevating user engagement
- Developing UI designs for a vision video of an enterprise software platform, helping to visualise future capabilities

Freelance

Graphics Designer

September 2017 - March 2018

- Creating and maintaining design systems
- Ability to create wireframes, user flows, and high-fidelity mockups
- Understanding of accessibility best practices and guidelines
- Experience with data analysis and interpreting user analytics
- Understanding of financial services industry-specific design challenges
- Experience with rapid prototyping techniques
- Knowledge of A/B testing and optimisation strategies