
ABOUT ME

A product designer with experience delivering thoughtful designs in B2B and B2C startups over 5 years, characterised by quick efficiency and meticulous attention to detail.

Always keen on learning new skills and practices that align with current trends and technologies. Excellent interpersonal skills in communicating with developers to ensure everyone can apply their talents with equal effectiveness over the product development process.

CAPABILITIES

- UX/UI Design
- UX Research
- Strategic Concept Development
- Workshop Facilitation
- Visual Identity Design

CAREER SUMMARY

Product Designer
iTech Media
Mar 2021 - Present

Responsibilities:

- Working closely with UX Research on delivering user centric experiences for various affiliate network products in iGaming and Sports betting
- Facilitating workshops with stakeholders to define new products for launch
- Demonstrating values of design thinking and design sprint methodologies to senior stakeholders to shift company to become more design led

Product Designer
Lantum
Jul 2019 - Jan 2021

Responsibilities:

- Work collaboratively across a multidisciplinary product team, as well as the wider business, to present user centric solutions that align with technical capabilities as well as business demands
- Conduct regular research and usability sessions to iterate on current features and provide insight for future features on the roadmap
- Execute the entire design process from conception to high fidelity prototypes and articulating design decisions to stake holders
- Refine and maintain the Lantum design library, implementing systematic improvement for the wider design team

Achievements:

- Implemented a research & documentation standard for the design team
- Created a bespoke working icon font set to refine the product branding, improving design to development handover process
- Represented Lantum in LA at Cedars-Sinai during discovery phase to secure the contract and was integral to the research process to fully define the delivery spec sheet.

UX/UI Designer
homie.rent
Jan 2019 - Jul 2019

Responsibilities:

- User behaviour research
- Usability research and testing
- Success metrics auditing
- User journey mapping
- Wireframing
- Design system management

Achievements:

- Improved sign up process which reduced drop-outs by 40%
- Bespoke icon set which aligns with brand identity

Lead Designer

Pi-Top

Dec 2014 - Nov 2018

Joined the start-up at its conception as the Lead Designer that functioned as a creative director and a one-man-studio

Excellent multi-tasker as I was responsible for:

- Art direction
- Branding and packaging design
- Product design
- Advertising design
- UX/UI design
- Photography
- Video production
- Motion graphics & animation
- 3D texturing & rendering
- Project management

EDUCATION

BA (HONS) GRAPHIC MEDIA DESIGN

University of the Arts London (LCC)