

## About

I'm a UI/UX designer with 10 years experience with a focus in Fintech, I create simple and beautiful user interfaces across multiple digital platforms with a customer centred approach. My passion is to solve problems through design and research to build valuable product experiences.

I am continually involved in both the creative and technical sides of this process, from user personas, process flows and wireframe specification documents to polished creative mock-ups, design specification and high fidelity prototypes.

I'm fascinated by the relationship of design, tech and business.

## Skills

### Key skills

UI Design, Branding, Creative Direction, High/Low fidelity Prototyping, Flow charts, User flows, Personas, Wireframing, Mood-boards, Pitch work, Brainstorming & sketch, Competitive Analysis, QA, Iconography, Photography and Guiding Mid/Junior Designers

### Design Applications

Sketch, Invision Studio, Affinity Design, Photoshop, Illustrator, InDesign, Keynote, Powerpoint

### Prototype Applications

Invision, Flinto, Principle, Marvel, Adobe XD

### Media Applications

Final Cut Pro, Premier Pro, After Effects, Logic Pro, Lightroom

## Education

### Brunel University

Multimedia Technology Design Bsc  
with Professional Development

Sep 2008 - Jul 2012 (4 Yrs)

## Client & brand experience

Aberdeen Standard Investments, AXA, Allianz GI, Architas, BT, Columbia Threadneedle, Heartwood, Feastfox, Invesco, KSM School Kompanion, LSE, Old Mutual International, Old Mutual Wealth, Sainsbury's, Swiftcover, T-Mobile, Tesco, WCBS, Youth Sports Trust

## Experience

### ★ New role?

Lets talk.

### ○ Lead Creative

WCBS

Nov 2017 - Current

I joined WCBS recently after they acquired KSM Online - A company I freelanced for. As KSM was merging with a bigger organisation, I was tasked with looking after marketing and brand material coming out in print and digital. Also, I was in charge of refining and redesigning certain aspects of the MIS to improve the experience.

Furthermore, WCBS being a bigger organisation. I created a design system to be used by the current and future team to have consistency and scalability.

### ○ Senior Interface Designer

Instinct Studios

Jun 2012 - Oct 2017 (5yrs 5mths)

As a Senior Designer at Instinct I worked closely with the UX team from the beginning of a project to the implementation phase with the Development team and through to QA/Delivery.

I've been key in developing the culture and defining the creative process internally by introducing tools to help the creative team engage and collaborate better with the development team and key stake holders. Furthermore, I've played an integral part in winning pitches by helping create and design blue sky thinking projects and prototypes for each potential client pitch. I have been a key team member in helping the company transform its focus from a digital design agency to a leading FinTech innovation and design company.

### ○ Intern/Mid Designer

Instinct Studios

Jun 2006 - Aug 2011 (5yrs 3mths)

I interned during my summer holidays whilst completing my A Levels till I began university. During this period, I helped create flash adverts for the likes of Sainsbury's and T-Mobile. I also worked on websites for Tesco, Sainsbury's and LSE. My experience at instinct helped me hone on my higher education.

During university, I was briefly part of the creative team working on BT Exchange (Known today as "The Phone Book"). This opened my eyes to large organisation projects. Also during this period, I was in charge of single handedly designing an app for Youth Sports Trust.

### ○ Freelance

PlaySerious (My digital alias)

Dec 2006 - Present (10yrs 3mths)

I like to always keep myself busy and my experience diverse during free time. I am always open for work when the opportunity arises. From Websites, Logos, Apps, Photography to Print

#### ○ KSM School Kompanion

Since 2012 I have redesigned the whole of KSM School Kompanion, a school management system. As their only sole UI/UX designer I've also helped create new Apps, Marketing Campaigns, Iconography and a visual/brand language they can use. Since my help, the business has grown rapidly from 20 schools to over 100 using it today. The company was recently acquired by a major competitor.

#### ○ Feastfox

More recently I've been involved with a company called Feastfox, A mobile startup with roots in Silicon Valley and Cape Town. It's a platform that provides users with a booking experience, focusing on spontaneous eating out. I've helped them create an MVP within 3 months from scratch, creating all the screens and design language needed for the App, while working closely with the CEO & developers. The app keeps evolving based on user feedback and has had its first successful VC round and is now looking to expand to American cities.

Reference available upon request.