

experience —

08/22 -
present

Senior UX Designer — Octopus Investments

- **Design Systems** - scaled design operations for 20+ products by synchronising Figma and Storybook workflows, improving all components, creating patterns, eliminating component debt and improving Design/Development efficiencies. [[Figma](#), [Chromatic](#)]
- **Accessibility** - partnered with Developers and Testers to implement an accessibility first approach to design whilst pursuing 100% WCAG compliance across all products and de-risking the company from usability failures. [[Figma](#), [Chromatic](#), [Axe](#)]
- **Platforms** - unified the user experience across five product squads by introducing a pattern-based design approach that improved consistency, streamlined internal workflows, and enabled the decommissioning of legacy partnerships. [[Figma](#), [React](#)]
- **Websites** - accelerated Marketing's speed-to-market by architecting a modular, section-based WordPress system, enabling non-technical teams to deploy localised, accessible international sites with confidence. [[Figma](#), [WordPress](#)]
- **AI tools** - reduced delivery cycles for a high-stakes estate planning product by leveraging AI-driven rapid prototyping; integrated continuous advisor feedback loops to validate product-market fit in a trust-critical domain. [[Figma](#), [Figma Make](#), [Copilot](#), [Claude](#)]

07/21 -
08/22

Mid UI/UX Designer — Yobota

- **Design Systems** - improved Yobota's design system and partnered with Development to create a brand first Storybook library for all components and patterns. [[Adobe XD](#), [Chromatic](#)]

11/18 -
07/21

UI/UX Designer — PowWowNow

- **Platforms** - lead designer of PowWowNow's new customer account area. [[Adobe XD](#)]
- **Design Systems** - implemented a brand first Atomic Design System to tighten designer and developer relationship.

01/19 -
01/20

Freelance UI/UX Designer (contract) — M3 Market Access

- **Platforms** - lead designer of M3 Market Access' trading account area. Designing a more approachable and valuable product for a paying client base. [[Figma](#)]

09/16 -
10/18

Senior Designer — Monocore

- **Websites** - led GoNutrition's e-commerce redesign, improving conversion by 8% and reducing drop-off by 11% in partnership with Engineering and Marketing. [[Adobe XD](#)]
- **Management** - led a team of both in-house junior and freelance designers, conducting weekly and monthly 1-2-1 sessions to guide personal development.

05/16 -
07/16

Freelance Designer (contract) — EY-Seren

- **Brand** - redesigned company style guide and printed branding; and worked alongside the pitch team to create a future proof presentation structure for staff and contractors. [[Sketch](#), [Powerpoint](#)]

09/14 -
05/16

Graphic Designer — Travel Counsellors

- **Brand** - led design delivery across the organisation, collaborating with events and marketing teams on digital and print materials for campaigns and events. [[Adobe CC](#)]
- **Print** - redesigned brochure/pitch templates to strengthen storytelling and improve new business wins.

education —

06/07

Northern Designers Competition

Architectural photography finalist

09/04 -
06/07

BA (Hons) Graphic Arts and Design

Leeds Metropolitan University

09/03 -
06/04

Art & Design National Diploma

Wigan & Leigh College