

experience

08/22 - 04/26

Senior UX Designer — Octopus Investments

- Increased the usability of **3 design systems** by updating all components and creating a series of patterns. This went on to service **9 platform code rewrites** within **20+ products across 6 teams**. [Figma, Chromatic, React]
- Increased transparency and confidence of component usage by partnering with Engineers to sync our new platform design system with Storybook and implementing an **accessibility first approach** to design, pursuing 100% WCAG compliance across all products and de-risking the company from usability failures. [Figma, Chromatic, Axe]
- Unified the user experience **across 5 product squads** by introducing a pattern-based design approach that improved consistency, streamlined internal workflows, and enabled the decommissioning of legacy partnerships. [Figma, React, Jira]
- Led the Marketing and Graphic Design teams through the UX process of **4 website redesigns**, and created a scalable, section-based page architecture that empowered them to independently launch high-performing, brand-consistent pages. [Figma, WordPress]
- 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

- Improved the efficiency and exposure of Yobota's design system by partnering with Engineers to create a brand first Storybook library for all components and patterns. [Adobe XD, Figma, Chromatic]

11/18 - 07/21

UI/UX Designer — PowWowNow

- Improved the usability of PWN's design system by implementing a brand first Atomic structure, this tightened the designer/developer relationship and went on to service PWN's new customer account platform. [Adobe XD, Zeplin, Monday]

01/19 - 01/20

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

- Founding designer of M3 Market Access' FX trading account area. Designing a more approachable and valuable product for a subscription client base. [Figma]

09/16 - 10/18

Senior Designer — Monocore

- Improved GoNutrition's website conversion rate (8%) and reduced drop-off rate (11%) by leading Engineering and Marketing through the UX process. [Adobe XD, Trello]
- Prioritised team progression with junior designers by conducting weekly and monthly 1-2-1 sessions based on company and personal objectives.

05/16 - 07/16

Freelance Designer (contract) — EY-Seren

- Future proofed the presentation structure for staff and contractors by redesigning the company style guide and printed branding. [Sketch, Powerpoint]

09/14 - 05/16

Graphic Designer — Travel Counsellors

- Partnered with the Events and Marketing teams on digital and print materials for all events. [Adobe CC]
- Strengthened storytelling by redesigning the brochure/pitch templates alongside company rebrand for 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