

experience —

08/22 -
present

Senior UX Designer — Octopus Investments

- Design system - I've redesigned our platform, website and comms design systems that service both internal and external products, which improved the efficiency of the PM/designer/developer/tester workflow. I've worked with development to synchronise new designs and eradicated component debt in Storybook, implementing a component log along the way to create cross team alignment and transparency. [\[Figma, Chromatic\]](#)
- Accessibility - as per our company objectives I've collaborated with developers and testers to implement an accessibility first approach to design. [\[Figma, Chromatic\]](#)
- Platforms - I've collaborated with Project Managers and Developers across 5 teams to iterate and rewrite all platforms. As lead designer, I've created a pattern based design approach to platform UI to improve design consistency - this improved internal user workflows while we decommissioned legacy partnerships. [\[Figma, React\]](#)
- Websites - I've collaborated with the Marketing Team to redesign 5 websites across multiple countries and languages. Implementing an accessibility and pattern based approach that Marketing could execute in WordPress instantly improved skillset, confidence and consistency in execution. [\[Figma, WordPress\]](#)

07/21 -
08/22

Mid UI/UX Designer — Yobota

- Lead designer of Yobota's design system and Staff App. [\[Adobe XD\]](#)

11/18 -
07/21

UI/UX Designer — PowWowNow

- Lead designer of PowWowNow's new customer account area (project). [\[Adobe XD\]](#)
- 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

- 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

- Lead designer of GoNutrition's new e-commerce website. Working alongside the Development and Marketing team, we improved site conversion rate by 8% and reduced site drop-off rate by 11%. [\[Adobe XD\]](#)
- Managed a team and of both in-house junior and external freelance designers, conducting weekly 1-2-1s and monthly sessions to guide personal development.

05/16 -
07/16

Freelance Designer (contract) — EY-Seren

- 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

- Lead designer on projects across all areas of the business and collaborated with the events team throughout the year to produce printed and digital material for all marketing campaigns and events.
- Redesigned printed and digital brochure templates and pitch documents for winning new business. [\[Adobe CC\]](#)

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