

experience —

08/22 -
04/26

Senior UX Designer — Octopus Investments

- **Scaled design maturity** and enterprise consistency by **evolving 3 design systems** and a shared pattern library that powered **4 platform rewrites** within **20+ products and 5 squads**. [Figma, Chromatic, React]
- **Led the technical integration of Figma and Storybook** to establish a single source of truth across design and engineering; implemented an '**accessibility-first**' framework targeting 100% WCAG compliance, de-risking 20+ enterprise products from usability and regulatory failures. [Figma, Chromatic, Axe]
- Accelerated design system scalability and consistency across 5 product squads by leveraging **AI-driven methods to rapidly create, test, and evolve** modular UI patterns. [Figma, Figma Make, Mobbin MCP, Claude]
- Partnered with product and engineering to **lead sprint planning and backlog prioritisation**, streamlining cross-functional workflows and successfully decommissioning 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]

04/25 -
05/25

Senior Product Designer (contract) — Gameweek XI

- **Accelerated time-to-market for a 0-to-1 product launch** by architecting a scalable, pattern-based design system from scratch, enabling the team to meet a non-negotiable hard deadline before the football season kick-off. [Figma]
- **Unlocked continuous product iteration without design bottlenecks** by establishing comprehensive design guidelines and component specs, empowering the product squad to build, test, and release feature updates independently.
- **Established long-term operational efficiency** by embedding a modular UI framework into the initial build, drastically reducing future tech and design debt while ensuring end-to-end consistency across the user experience.

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]
- Created alignment between strategic business objectives and the end-user experience by **facilitating UX workshops** with product managers and stakeholders to map out end-to-end user journeys.
- Uncovered critical friction points and directly informed product backlog prioritisation through **usability testing sessions**.
- Partnered with product managers to help **translate complex financial workflows into intuitive user flows**, resulting in a reduced number of flows.
- Utilised the customer team's relationships to conduct consistent **user research**.

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]
- Led a UX process that empowered the Marketing team to champion user-centred design, effectively **translating business goals into accessible solutions**.
- **Improved core feature adoption** and streamlined navigation flows in the customer platform by redefining information architecture.
- Eliminated drop-off points across high-traffic journeys by **designing and executing user testing and feedback loops** that leveraged quantitative and qualitative insights.

experience

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. [\[Figma, Trello\]](#)
- Accelerated early-stage development by establishing a lightweight design system and modular pattern library, empowering a small team to **build, test, and iterate rapidly** while future-proofing assets for the company's subsequent white-label pivot.
- **Drove alignment and clarity** across complex workflows by transforming dense market access requirements into intuitive information architecture with connected task flows.
- Minimised wasted development time by partnering directly with founders to **prioritise core user journeys**, ensuring engineering efforts focused on high-value, high-impact features.
- De-risked product direction by embedding a continuous **prototype-test-iterate cycle that matched ambitious business goals** with the actual needs of a specialised subscription audience.

09/16 - 10/18

Senior Designer — Monocore

- Elevated product design maturity and drove strategic alignment by introducing a structured, **end-to-end UX process from scratch**, aligning engineering and marketing around user-centred methodologies. [\[Adobe XD, Trello\]](#)
- **Eliminated critical UX friction points** to achieve an 8% boost in conversion and an 11% drop in user abandonment, guiding Engineering and Marketing through a collaborative, user-centred design process.
- 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