



I'm Jodie, a UX/UI designer

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[Check out my website](#) 👁️

☒ Available

With four years of experience across consultancy, agency, in-house, and freelancing, I've worked in both multinational companies and small-scale startups. Holding a Master's in UX Psychology, I integrate behavioural insights, solid research, and holistic thinking into my designs. My experience spans education and healthcare, with a passion for sustainability and travel.

experience.

Dec 2023 - Feb 2024

UX/UI Designer



GoStudent Milan & remote

- **Crafted tutor experience:** implementing maintenance tasks, addressing PM tickets, integrating new features, and incorporating user feedback.
- **Design debt management:** worked collaboratively to develop and review our design system and craft master screens to reduce design debt caused by hyper-growth phase.
- **Help centre transformation:** led initiative to revamp internal and external help centres, streamlining information architecture to reduce complex navigation. Developed high-fidelity wireframes and facilitated stakeholder presentations for implementation.
- **CRO landing page:** created a mobile-first landing page based on wireframes provided by the CRO team. Conducted user testing to refine the design and presented findings to stakeholders.

Left the company due to layoffs.

[CRO Landing Page Project](#)

April 2022- Dec 2023

UX Freelancer



Multiple clients Remote

My most recent projects include :

- **Platform redesign for Inclusion Labs [edtech company championing diversity and inclusion in UK schools]:** synthesised past research to guide redesigns. Collaborated closely with an in-house developer, aligning user needs and business goals to implement new features. Built a responsive design system to help the client as they transition from a no-code platform to custom build.
- **Research project to increase direct-to-consumer traffic for 66fit [online fitness retailer]:** used google analytics and a survey to identify their core market, created personas and made suggestions on how to convert key demographics. Audited the website and categorised findings by type [bug, UI etc] and severity.

[66fit research project](#)

April 2022- Dec 2023

UX/ UI Designer



MillionLabs - multiple clients Remote

Transformed early stage startup's initial concepts into polished, **high-fidelity Figma wireframes**. **UI-centric role** which demanded acute attention to detail to ensure design consistency. Engaging in **weekly design presentations** and worked closely with clients to refine visions based on their feedback. Examples include:

[Fitness app](#)

[Media company dashboard](#)

Sept 2020-Sept 2021

Design Intern



IBM London & remote

Worked in **UX, service design** and **research** roles across the healthcare, public and insurance industries.

Spent 6-month on an NHS project, initially with a senior designer, **copy-writing** and **updating high fidelity wireframes** in Sketch. Later, as sole designer in a cross-functional team, designed an internal management system using Salesforce. Defined the **information architecture**, created **wireframes** and conducted **usability tests** to refine the final design, which went live.

Led the **rebranding and launch of IBM's first intern newsletter** as part of the Global Intern Squad.

[Global Intern Squad project](#)

[other work NDA]

education.

2023

Master in UX Psychology

Universita Cattolica Sacro Cuore
/ Politecnico di Milano

Received 1 of 2 scholarships

[Final year project](#)

2018-2022

BSc in User Centred Design

Loughborough University

Graduated valedictorian with a First Class

[Final year project](#)

2021

UX certification

Salesforce

2021

Web design for usability

Interactive Design Foundation

skills.

- Research planning, facilitation and evaluation
- Information architecture; user flows, sitemaps
- Wireframing and prototyping
- Design system creation and maintenance
- UX writing
- Visual communication
- Basic HTML & CSS

tools.

- Google analytics
- Tableau
- Google forms & survey monkey
- LiGRE
- Miro & Mural
- Lucidchart
- Figjam & Figma
- Adobe XD suite
- UXTweak
- UserTesting