

I focus on making complex products easier for people to understand and use.

Interaction & Service Designer IBM Jan 2026 - Current

Working on a large healthcare account, currently supporting [discovery research](#) to expand notification functionality in the app.

Contributed to new feature development designed to streamline communications in the app and reduce reliance on external channels. Conducted [accessibility testing](#) with screen readers aligned with WCAG. [Prototyped designs using HTML](#) to validate and communicate solutions to clinical safety and development teams.

UX/UI Designer GoStudent Dec 2023 - Feb 2024

Led the revamp of internal and external help centres, improving the [information architecture](#). Collaborated on master screens and [design system maintenance](#) to reduce the design debt caused by GoStudent's hyper-growth phase. Created a [mobile-first landing page](#) for the CRO team, [conducted A/B testing](#), and presented findings to stakeholders. Left due to layoffs impacting work culture.

UX/UI Designer MillionLabs Jan 2023 - June 2023

Alongside my Master's degree, supported early-stage startups by transforming initial concepts into [high-fidelity Figma wireframes](#). Took ideas from [rapid ideation](#) and stakeholder presentations through to [detailed UI](#) for final designs and investor pitches.

UX/UI Designer Freelancer April 2022 - Dec 2023

Alongside my Bachelor's and Master's degrees, I completed freelance UX projects for early-stage startups and small businesses.

Redesigned the platform for Inclusion Labs, a UK edtech company focused on diversity and inclusion in schools. [Synthesised existing research](#) to launch new analytics features and created a [responsive design system](#) to support their transition from a no-code platform to a custom build.

Conducted a research project for 66fit, an online fitness retailer. Used [analytics and survey data](#) to define core audiences and [recommended improvements](#) to increase direct-to-consumer traffic.

Design Intern IBM Sept 2020- Sept 2021

Worked with clients including the NHS, Scottish Government, and BP. On NHS Test & Trace, progressed from supporting a senior designer with high-fidelity wireframes to becoming the [sole designer in a cross-functional team](#). Designed an internal COVID patient management system in Salesforce and conducted [usability testing](#) prior to launch.

[Led the rebrand](#) of the Global Intern Squad and launched IBM's first intern newsletter.

Education

Master in UX Psychology

Universita Cattolica Sacro Cuore / Politecnico di Milano
Scholarship recipient

2023-2024

BSc User Centred Design

Loughborough University
Graduated top of class (75%)

2018-2022

Skills

- Behavioural UX
- System & user journey mapping
- Usability testing & analytics
- Accessibility testing (WCAG, screen readers)
- Discovery & early-stage research
- Prototyping (HTML & SwiftUI)
- Cross-functional collaboration
- Agile delivery

About me

In 2024-2026, I travelled across Europe and Southeast Asia. I worked in housekeeping in the Italian mountains, gave tours at an ethical elephant sanctuary in Thailand, and then managed a doggy daycare in Australia. I'm back in the UK handling paperwork for my Thai rescue dog so we can return to Sydney in July. I am seeking either a six-month contract under a Working Holiday visa or a role with visa sponsorship.