



UI-Focused Product Designer & Frontend Engineer

Bridging design precision and front-end craft to build production-ready interfaces

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Summary

UI-Focused Product Designer & Frontend Engineer with 20+ years' UX/UI experience, currently focused on UI design, design systems, and frontend implementation. Expert in interaction design and scalable UI architecture, including design tokens, component libraries, and variants. Hands-on front-end skills in HTML, CSS, and advanced Webflow enable delivery of end-to-end, production-ready digital interfaces.

Skills

Design & UX: UX/UI design, interaction design, usability testing, accessibility (WCAG 2.1/2.2), responsive design, user journeys

Design Systems: Design tokens, component libraries, variants, documentation, scalable UI architecture

Front-End & Build: HTML, CSS, JavaScript (AI-assisted), advanced Webflow (CMS, interactions, component structure), developer handoff

Tools: Figma, Sketch, Adobe CC, Visual Studio Code, prototyping tools

Experience

Freelance - Webflow Development | Ongoing since 2019

Designing and building responsive, production-ready websites in Webflow, including a client e-commerce site and personal portfolio. Work includes CMS architecture, component-based design systems, custom interactions, and reusable class structures to support scalability and efficient iteration.

Bros&Co - Multiple Contracts | Global Energy Sector

- **Product Design Lead** | Jul 2023 - Sep 2024
Redesigned risk management system interfaces, improving task efficiency by ~25% and aligning UI patterns with accessibility standards and scalable component structures.
- **Senior Digital Design Engineer** | Jan 2023 - Jun 2023
Designed charts, pagination, and carousel components for a scalable design system; reduced UI inconsistencies by ~30% and improved developer handoff through clear documentation.
- **Senior UX/UI Designer** | Oct 2021 - Dec 2022
Modernised fleet management software UI and introduced an interim design system with reusable components and consistent interaction patterns.

Naked Wines - Senior Visual Design Lead | Sep 2020 - Apr 2021

Led brand refresh and web/mobile UI design; created a scalable design system with reusable components and consistent visual language.

Aviva - Senior Interaction Designer | Oct 2017 - Jun 2018

Designed multi-market web and mobile experiences; developed a native app concept focused on simplified user journeys and accessibility.

Applied Satellite Technology - Senior Interaction Design Lead | Aug 2016 - Mar 2017

Delivered a web app and dashboard UI from concept to launch, defining interaction patterns and responsive layouts for complex data visualisation.

Brilliant Basics - Senior Visual Designer / Norwich Lead | May 2014 - Jul 2016

Delivered UI design for HSBC and other clients; contributed to design systems, component libraries, and cross-platform consistency.

BGO Entertainment - Senior Interaction Design Lead | Oct 2013 - May 2014

Redesigned web and mobile platforms, improving usability and interaction clarity.

W12 Studios - Senior Interaction Designer | Jul 2013 - Oct 2013

Designed the Shazam iOS app for the iOS 7 launch, aligning with Apple's Human Interface Guidelines.

Earlier Roles

- **LuxDeco - Senior Interaction Designer** | Luxury e-commerce UI
 - **W12 Studios - Senior Interaction Designer** | Intel TV UI, Skype brand & press guidelines
 - **How Splendid - Senior Interaction Designer** | Tesco Mobile kiosk, Audi concept work
 - **Detica - Junior Interaction Designer** | Three Mobile, web & Flash, three.co.uk web guidelines
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Education

Surrey Institute of Art & Design | 2001 - 2004

BA Hons Graphic Design New Media, Upper Second 2.1

Thurrock College | 1999 - 2001

BTEC National Diploma, Electronic Media & Photography