



UI-Focused Product Designer & Design Engineer

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

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Summary

20+ years' experience across UX and UI, 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 support the 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, advanced Webflow, Finsweet Attributes, CMS, interactions, component structure, developer handoff

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

Experience

Freelance Design Engineer (Webflow) | 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

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