Shardai Dawkins

Product Designer (UI / UX)

Website: Shardaidawkins.com Email: Shardaidawkins@gmail.com Linkedin: linkedin.com/in/shardai-dawkins/

Work Experience

Wex Photo Video – UI Designer

Oct 2026 – Present | London, UK

- Currently designing the product design-led digital experience and features for Wex Photo Video, a leading photography and video equipment e-commerce retailer, contributing to wider product design decisions across the website.
- Working across UI, UX and functionality, considering customer needs, business objectives and commercial requirements to shape effective digital experiences to solve wider business problems.
- Contributing to the Wex website rebrand, helping translate the refreshed brand identity into a cohesive and intuitive e-commerce experience. Involved in shaping user journeys, defining interface functionality and designing key touchpoints, balancing user experience with wider business and product objectives.
- Contributing to the creation and development of the Wex design system, designing and documenting reusable UI components, interaction patterns and design guidelines. Helping establish scalable design foundations to improve consistency across the website, streamline design and development workflows, and support ongoing product development.

tms – Junior UI Designer

Jan 2024 – Nov 2026 | London, UK

- Designed digital experiences across client and internal projects. A large focus was supporting the McDonalds and Happy Meal teams, delivering nationally rolled-out campaigns such as McDonald's Monopoly, Gift Drop, McDonald's Cards, Digital Play Games and more. Other clients included in our design portfolio are O2, Adidas and Pepsi. This involved developing concepts and adapting experiences across web, microsites, and responsive formats.
- Acted as lead UI designer for Happy Meal digital play experiences, designing interfaces and interaction patterns across multiple games and devices. Contributed to UX decisions, prototyping, user testing, and design iteration throughout the process.
- Contributed to the 2024 and 2025 McDonald's Monopoly campaigns, translating campaign requirements into engaging digital experiences and working closely with stakeholders and development teams to deliver nationally rolled out products. The campaigns reached 3.2M+ unique players, 20.8M valid codes entered, and 13M prizes claimed.
- Collaborated with developers and stakeholders throughout the delivery process, using Jira, staging environments, and iterative testing to identify issues, refine designs, and support accurate implementation.

Nexo – UX Design Intern

Jan 2022 – Aug 2022 | London, UK

- Worked as an Intern for the Elstat Group working on the Nexo Coolers dashboard, rolling out design changes for the mobile application & desktop website.
- Supported the re-design of the Nexo Coolers dashboard.
- Participated in a UX audit to identify common user pain points and contributed to refining the information architecture of both the application and website.

Education

University of the Arts, London – BSc Creative Computing

Graduation: 2022 | Grade: 2.1 | Programming Skills (HTML/CSS, JavaScript, Swift, C++), Design and Visual Coding, Human-Computer Interaction, Web & App Development, UI/UX Design, Data Visualisation and Sensing, Sound and Image Processing, Experience and Physical Computing, Art & Machine Learning

Norbury Manor Business & Enterprise College – A Level's

Graduation: 2017 | Grade: A A B B

Additional Skills

Design: User Experience, Interaction Design, Interface Design, Wireframing, Information Architecture, Prototyping, Contextual Research, Accessibility, Motion Design

Software / Tools: Figma, Sketch, Adobe Suite, Jitter, HTML/ CSS, JavaScript, React, Arduino, Abstract, Webflow

Certifications

The Interaction Design Foundation

Human-Computer Interaction: The Foundations of UX Design IxDF

Google

Foundations of User Experience (UX) Design