



Hello, I'm Leia Massey.

Profile

Hello, I'm Leia! I specialise in crafting **engaging** and **intuitive** user interfaces that **delight** users. With a keen eye for **detail** and a **passion** for design, I create experiences that are both **beautiful** and **functional**.

Contact

 leiamassey.com
 +44 7771 308 176
 leiamassey@gmail.com

Design Skills

- Wireframing
- Prototyping
- Design Systems
- User Research
- Analytics & Metrics
- Responsive Web Design
- App Design

Tools



Skills

- Collaboration
- Written & Oral Communication
- Attention to detail
- Critical Thinking
- Adaptability
- Leadership

Experience

TMC² & DAACI

AI-focused Venture Capital Studio providing consulting and funding for a portfolio of B2B and B2C businesses.

DAACI is a child company of TMC² focusing on AI music Technology.

 30 Jan 2023 // 29 Jan 2025

 London, UK

Senior UI UX Designer

Creating visual identities, wireframes, and prototypes for responsive web, software, and mobile apps. Conducting usability testing and working with cross-functional teams to deliver products that meet business goals. Documenting design decisions and creating supporting materials. Worked on AI Music Tools, FinTech, Streaming, Gig-economy, Social Media and more. My design work contributed to the successful launch of more than 5 products and helped secure millions of pounds of funding.

MXX Ltd & Triller

Developed a patented AI music editing system and became the sole provider of AI technology, design, and development for Triller, a popular US social media app.

 01 May 2020 // 27 Jan 2023

 London, UK

Lead UX Designer

UI UX Designer

Collaborating with design, product, engineering, and QA teams, conducting UX research, designing new features, creating and maintaining design libraries, and mentoring junior designers. I helped scale the app from 12 million to 250 million users.

Digital Creativity Labs

Non-profit funded by UK research councils, universities, and partner organisations to establish a leading centre for impact-driven research in digital games and interactive media.

 08 Jul 2019 // 06 Sep 2019

 York, UK

Design Intern

Developing Catastrophic: The Card Game, aimed at teaching Biology students about environmental changes. I handled card illustrations, game mechanics design, packaging, and guides, ensuring the game was educational and enjoyable.

Part Time Jobs

 Jun 2013 // May 2020

Chimp Behavioural Coding, UoY
Steward and Ambassador, TFTI, UoY
Picture Framer, Denny Bros
Senior Sales Assistant, Monsoon Accessorize
Supermarket Assistant, Waitrose
Domestic Assistant, OBH School



Qualifications

University of York

📅 Sep 2016 // Jul 2020

📍 York, UK

BSc (Hons) Interactive Media, First

Learning the fundamental principles of interactive media. Combining theory and practice, programming and engineering, UI UX Design, and Media and Cultural studies.

Cert. H.E. Psychology, First

Scientific study of mind, brain and behaviour. Giving me the foundations of rigorous experimental methods to apply to UX research.

York Award Gold

Formal recognition of positive engagement with personal and professional development at York; providing evidence of reflective learning and an awareness of how experiences, strengths and interests have influenced career decisions.

King Edward VI School

📅 Sep 2010 // Jul 2015

📍 Bury St Edmunds, UK

A-Level, AAB

Maths (A), Psychology (A), Chemistry (B)

GCSE, 8A* 2A

English Literature (A*), English Language (A*), Maths (A*), Biology (A*), Chemistry (A*), Physics (A*), History (A*), Drama (A*), Textiles (A), French (A)

Other

BTEC Physical Education (Pass)

Interests

Gaming
Jewellery making
Pottery
Crocheting
Travelling
Carpentry
Language Learning

Reference

Lee Phillips

Chief Programme Officer

✉ lee@tmc2.ai

📍 London, UK