

Contact

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About

I'm a designer & Webflow developer based in Plymouth, with experience in the Finance and EV sectors. My core strengths are in UI/UX and web design, but I also bring a broad skill set, including marketing collateral.

I thrive in both leadership and collaborative roles, always focusing on delivering smart, effective design that makes an impact.

Experience

July 2025 - Present

Designer - Royal London

- Worked closely with the Royal London brand team and agencies - Loop & VCCP to complete the full rebrand of Responsible Lending & Advice
- Led the rebrand of the Responsible Lending website into Royal London Equity Release.
- Created Royal London Marketing materials for print and also digital which saw a 28% increase in click-through rate than originally expected.
- Designed, built and maintained the lead generation landing pages for Royal London Advisers.
- Collaborated closely with the Marketing and Development teams, and external agencies to align design outcomes with strategic objectives.
- Ensured WCAG accessibility compliance, designing with empathy for an elderly audience to enhance usability and inclusivity.

Sept 2023 - July 2025

Designer - Responsible Life

- Led the Responsible Life main website design project from concept to launch (UI design, design system & Webflow build, CMS).
- Created and maintained design libraries to ensure consistency across products and improve efficiency.
- Conducted UX research for both B2B & D2C businesses which gave valuable insight about user tendencies.

Jan 2024 - April 2025

Freelance UI/ UX Designer - Emotion Es

- Led the design and launched the emotion.green website, improving overall UX and increasing sales by 400%.
- Designed landing pages in order to promote the Volvo partnership and generate leads.
- Implemented CRO strategies that boosted landing pages conversion rates by 21%.
- Researched EV industry trends to inform design decisions.

June 2022 - Sept 2023

Junior Designer - Responsible Life

- Designed marketing materials, social media graphics, email design, online ads, and financial documents.
- Shadowed seniors while conducting user research and analysing competitors.

Key strengths

Digital Design: UI/UX, design systems, web design, landing page optimisation

Development: Webflow, CMS integration

Marketing: Social media assets, digital ads, video editing, campaign materials

Software

Figma, Adobe Creative Suite, Webflow, Asana, Trello, Miro, Gemini, Copilot

Certifications

Practical User Research & Strategy
Designership, May 2024

Webflow 101
Webflow, Oct 2023

Principles + Practices for Great UI Design
Udemy, July 2023

UI/UX Design Training
Udemy, Oct 2022

Soft skills

Collaboration

Communication

Attention to detail

Problem-solving

Mobile first thinking

Languages

Romanian - Native

English - Advanced

Spanish - Intermediate

Education

BA Hons - Criminology and Psychology
Coventry University, UK

Interests

Painting, sports, traveling