





## ABOUT

Curious & user-focused designer with hands-on experience delivering creative solutions for tech startups and freelance clients. Experienced user researcher, skilled in storytelling & conceptualisation, with a strong grasp of user-centred design principles As an emerging Digital Designer, I'm interested in exploring digital technology to push the boundaries of user-centred innovation & I thrive off transforming ideas into impactful digital solutions.

## EDUCATION

2022 - 2025 | UWE, Bristol | BSc Digital Media  
1st

## SKILLS

-  PRODUCT & CREATIVE  
Analytical Thinking  
Customer-centric Mindset  
Inclusive & Accessible Design  
Responsive & CMS Web Design
-  User Research & UX Design  
Competitive/Market Analysis  
Systems/Service Design  
Motion Graphics & Illustration  
Brand Identity & Strategy
-  Data-Visualisation
-  INTERPERSONAL SKILLS  
Cross-Functional Teamwork  
Effective Communication  
Adaptability & Curiosity
-  Insight-Led Decision-Making  
Business & Technology Insight
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## WORK EXPERIENCE

UX UI & Product Design Intern | Nov 2024 - June 2025 | Bizumi Ltd

- Conducted UX audit of previous platform, identifying problem areas & design improvements
- Designed high fidelity wire frames, interactive prototypes & mockups in Figma for travel planning flow and management tools for SaaS, presenting complex data in a usable and engaging UI.
- Designed the entire onboarding flow, simplifying first-time user experiences and enhancing user adoption, through thoughtful interaction design
- Designed and animated a 2D explainer video (motion graphics), demonstrating the problem, product features & value for customers. This was targeted at attracting investors.

Graphic & Motion Designer Freelance | Dec 2023 - Present | Private Client

- Designed UI assets for a mobile application, aligning visuals with accessibility guidelines, brand identity and UX principles
- Produced in-app animated video, supporting mental healthcare practices through visual storytelling
- Developed accessible and user-friendly (digital & print) tools & info graphics for a healthcare project. Translating data into an understandable and engaging medium.

Branding & Identity Project | Sept 2024 - March 2025 | Design Enterprise Studio UWE

- Working with DES over a period of 6 months with the brief to improve position in the market
- Led the re-branding project, as project manager delivering a complete brand identity system, including comprehensive guidelines, standards & strategy documentation.
- Conducted user research, STP and competitive analysis to support a compelling brand strategy, showcasing an ability to link design thinking with business objectives.
- Applied project management practices, including gantt charts, meeting minutes, and ensuring every deadline was met, keeping a transparent process with the client.

UX UI Design Intern | May - August 2024 | Animazing Toys Ltd

- Tasked to improve website content, experience and overall appeal for start-up. I began by designing new product pages in Figma, working closely with founder to ensure business needs were met.
- Utilised personas and journey mapping to inform strategic & user-centred design decisions
- Collaborated with external creative agency to communicate Figma designs, during web development.