



Highly collaborative accessibility specialist with a product design foundation, working to embed inclusion into every stage of product development.

After 20+ years in UX and product design, I've found my purpose in accessibility. I'm looking to embed within a product team where I can work closely across design, development, QA and product to ensure inclusion is baked in from the start. I bring deep empathy, strong WCAG knowledge, and a practical, people-focused approach to making digital experiences better for everyone.

Accreditation



International Association of Accessibility Professionals (IAAP)

Certified Professional in Web Accessibility (CPWA)

Sept 2025

This dual accreditation recognises both broad knowledge and technical expertise: the Certified Professional in Accessibility Core Competencies (CPACC), covering disabilities, universal design, accessibility standards, laws, and management practices; and the Web Accessibility Specialist (WAS), which demonstrates technical skill in assessing, implementing, and managing digital accessibility in practice.

Core skills

Inclusive design | HTML, CSS & ARIA | WCAG 2.2 | Accessibility testing | Assistive technologies | Usability

Experience



Accessibility Specialist / Product Designer

Freelance

Sep 2023 - Present | London

Worked on a variety of projects for small and large companies, including:

- Led on accessibility and UX for Nystagmus Network, a charity supporting people with the eye condition nystagmus, ensuring suitability for its core audience living with low vision.
- Designed a 0-1 digital product for a disruptive property start-up, creating an accessible platform tailored to property owners aged 50+, with a clear interface meeting WCAG 2.1 AA standards.
- Led UX design and architecture for Canaccord Wealth, aligning with FCA Consumer Duty by improving accessibility, transparency, and usability.
- Audited Cambridge Building Society website, recommending accessibility and usability improvements for Consumer Duty.

Staff Product Designer

BorrowMyDoggy

Dec 2018 - Sep 2023 | London

Owned the entire design process from inception to launch approval as the sole designer. Led product management and wrote technical specification.

- Embedded accessibility best practices into native apps and web, leading audits, testing, and training initiatives.
- Upgraded the sign-up flow to a modular, step-based process, allowing for the identification and targeting of pain points to increase sign-up completion rates by 11%.
- Established an inclusive design system of accessible reusable components to ensure uniformity and efficiency.

- Conducted research, collected data, and extracted insights from various sources to inform roadmap management and design decisions.
- Maintained team focus by managing the roadmap, backlog, and strategy sessions.
- Improved communication and knowledge-sharing throughout the company by creating documentation and leading communication with stakeholders at all levels.
- Increased efficiency in product development through detailed technical specifications, facilitated by an in-depth understanding of the product's architecture, tech stack, and data model.

Senior UX Strategist

Teamspirit

May 2014 - Dec 2018 | London

Worked on a variety of financial brands, with responsibility for concepting, researching, designing (architecture, UX and UI), testing, and supporting development of new digital solutions. Highlights:

- A cross-platform app to facilitate collaborative, non-linear discussion for MetLife brokers.
- A robo-advice pension planning tool serving users over 50 without financial knowledge or an advisor.
- A white paper on mortgage comprehension based on a usability study of 5 mortgage provider websites.
- A game to engage Kingfisher staff with their pension options.

Senior Digital Visual Designer

Accenture

Jul 2013 - May 2014 | London

Designed UI in close collaboration with the UX team. Additional responsibilities included mentoring, creative direction, scheduling, pitching, scoping and quoting.

Digital Designer

Amplefuture

May 2007 - Jul 2013 | London

Designed websites, mobile and tablet applications (including pre-iPhone mobile apps), emails, sales presentations and TV graphics for both internal projects and clients such as UEFA.

Web Designer and Developer

Iguana Designs

May 2002 - May 2007 | London

Designed and developed websites for clients from motorbike racers to slimming supplements.

Project Manager

Baker Goodchild

Nov 1998 - May 2002 | Birmingham

Resolved issues with communication resulting in work being delivered on time and to specification.

Education



Aston University

(B.Sc.), International Business and Modern Languages

1994 - 1998 | Grade 2:1

Jack Hunt School

Secondary and further education

1987 - 1994

- A-Levels: Mathematics (A), Spanish (B), French (C)
- AS Level, Merit Grade in Further Mathematics
- GCSEs: Nine of grade B or higher, including English A

Ask me about

Costume design | Underwater photography | AbilityNet Volunteering | My borrowed dog, Winter

