



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

After 20+ years in digital 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.



Training

Deque University

Accessibility training to deepen expertise

May-Aug 2025

- Deep Dive into Web Accessibility for Developers
- Fast Track to Accessibility for Designers
- Fast Track to Accessibility for PDF Creators
- Accessibility Fundamentals: Disabilities, Guidelines and Laws
- Native Mobile App Accessibility

Core skills

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

Experience



Product Designer / Accessibility Specialist

Freelance

Sep 2023 - Present | London

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

- Rearchitected and redesigned Nystagmus Network website for accessibility, for a core audience living with low vision.
- Designed a 0-1 digital product for a disruptive property start-up with a key audience of property owners aged 50+.
- 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.
- Mortgage websites to help users to find and understand Cambridge Building Society's products.
- 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

