

Senior product designer

2024–2026

Co-founder & Web designer, **One Two Dot studio**

Co-founded One Two Dot, a web design & Webflow development studio specializing in crafting modern, user-focused websites.

- Delivering clean, scalable websites from discovery to final build, covering UX, UI, Webflow development, and post-launch optimisation.
- Owning client relationships end-to-end and collaborated closely with developers, ensuring smooth handoffs and consistent execution.

2022–2024

Senior product designer, **Moody's (PassFort)**

PassFort is Moody's customer onboarding & compliance automation solution.

- Led a UI audit & redesign for Reporting feature, helped cut reporting time from months to hours while improving data integrity and precision.
- Owned the end-to-end design of a scalable, custom form solution for financial institutions, streamlining complex data collection into a high-conversion onboarding experience.
- Collaborated with engineering to refine design system components and ensure consistent UX across the product suite.

2020–2022

UX/UI designer & Consultant, **Freelance**

Worked with early-stage European startups across fintech, travel, and wellness to turn product ideas into clear, testable prototypes and user experiences.

- Directed the UX strategy and MVP design for a remote-work travel platform **floasis**, serving as the key catalyst for its successful acquisition by Flatio.
- Partnered with founders of **Allwayswithyou** to design a cross-generational companion app for elderly care, now in beta with national health organizations.
- Redesigned the end-to-end online wallet app **Bica** for entrepreneurs, optimizing high-friction onboarding & transfer flows to reduce user drop-offs by 35%.

2018–2021

UX/UI designer, **Fitmo**

Fitmo is a health coaching mobile app that provides users with direct access to health coaches and customized health plans through data-driven coaching platform.

- Led the end-to-end redesign and repositioning of Fitmo from a fitness app to a corporate wellness platform, aligning user needs with a new B2B business model to secure funding.
- Optimized the core user journey and onboarding flow, directly increasing onboarding completion rates and user satisfaction.
- Managed the full design lifecycle under strict resource constraints, conducting lean research and heuristic evaluations to transform a dated UI into a modern, user-friendly app.

Skills:

Figma
UX/UI
Web design
Webflow
Interaction design
Design audit
Design direction
Product strategy
User testing
UX research

Education:

BSc Management,
University of Manchester

MA Cultural & Creative
Industries, King's College
London