



PROFILE

With a background of over twenty five years in the design industry and having supported brands such as Goldman Sachs, First Rail, BT and Sky I always strive to deliver effective engaging experiences for the user, developing solutions that draw from lesson learnt in previous projects combined with new ideas and influences I'm absorbing every day.

From complex problem solving, concept development, UX / UI design, pixel perfect layout to final delivery, I aim to communicate and inspire those around me of the creative journey or process we are working on together.

SKILLS

Creative problem solving
Information architecture
User journey mapping
Wireframing & prototyping
User research & testing
UI Design
Interaction design
Design Systems
Responsive design
Application development
Agile development

TOOLS

Pencil & paper
UXPin
Axure
Miro
Figma
Sketch
Adobe Photoshop
Principle
HTML / CSS
WordPress Development
Jira Software

EDUCATION

1995 - 1998 University of Westminster
MA, Design & Media Arts

1992 - 1995 University of Westminster
BA (Hons) 1st, Graphic Information Design

1996 Apple Student Design Project
'Virtual Communities' Project
UK Team Representative

1995 Royal Society of Arts
Student Design Awards
Winner - Multimedia Category

EXPERIENCE

Publicis Sapien | UX Designer | Contract | 12.2022 - 01.2023 & 03.2023 - 06.2023

As a member of the Publicis Sapien UX team I was involved in the discovery and redesign phase of Goldman Sachs Asset Management site. With a specific focus on their range of investment funds, we sought to improve the organisation, listing and filtering of fund products whilst also delivering data relevant to the types of investors using the site. Considerations included:

- Grouping related share classes to improve the usability of numerous results that matched search criteria or filtering
- An overview of each result found, enabling an assessment of each fund before visiting a dedicated detailed product page
- 'At a Glance' key pricing details, alongside more in-depth performance data and investments objectives for each fund
- Highlighting relevant fund literature to all investors or financial intermediaries for further comparison or off-site research
- Sharing specific Industry insights on market trends and related products within the Goldman Sachs network to inform and enable the customer to have confidence in their investments.

Future Platforms | UX / UI Designer | Contract | 11.2021 - 04.2022 | [View Project](#) >>

As the UX/UI Designer for the First Rail team at Future Platforms, I was responsible for the planning and design of key user journeys within a suite of apps for First Groups main train operating companies. Focusing on ticket refund and 'Change of Journey' processes, I worked with stakeholders to understand, map and visualise user journeys, ensuring the customers needs were met alongside rail industry legislation and within the capabilities of the existing apps. Key stages included:

- Analysis of refund and ticket amendment options, both online and with physical tickets at stations, to gain an understanding of the possibilities and limitations of post purchase options
- The integration of new user journeys within an existing framework, informing customers of their existing tickets, all post purchase options and the status of any refunds or travel amendments they may have requested
- Development and mapping of UX/UI for both journeys with the iOS and Android development teams, utilising agreed UI libraries and components across mobile platforms

BT Enterprise | UX / UI Designer | Contract | 10.2020 - 04.2021 | [View Project](#) >>

Working within the BT 'Identity' Squad, I focused on the improvement, in both experience and conversion rate, of online account registration for BT customers. Analysis of all BT account sign up processes enabled us to understand issues faced by customers and pinpoint where, when and why users were abandoning the registration journey.

BT Enterprise | UX / UI Designer | Contract | 06.2019 - 04.2020 | [View Project](#) >>

Working within one of four BT Enterprise digital teams, I was responsible for the visual development of email messaging for SME and public sector customers. With a goal of ensuring customers were kept up to date with all aspects of their service, I worked with the wider BT design team on the development of a UI style guide for all BT email messaging.

Sky | UX / UI Designer | Contract | 08.2018 - 02.2019 | [View Key Project](#) >>

As a member of Sky's Interactive TV Department I was responsible for the design and development of new user experiences for customers of their Sky + and Sky Q TV platforms. I worked on several journeys, delivering new products and upgrade options for customers, alongside the ongoing visual development of the 'My Account' section.

BT Consumer | Visual Designer | 09.2017 - 06.2018 | [View Key Project](#) >>

Working within the BT Consumer Visual Design team, I was tasked with delivering inspiring, engaging experiences via our Broadband, Mobile and TV retail sites. Via collaboration with the UX team, we created experience oriented designs for all BT customer facing products through online and mobile applications.

MyOffers Ltd. | UX / UI Digital Designer | 10.2015 - 01.2017 | [View Key Project](#) >>

Lead the design and development of myoffers.co.uk, transforming concepts into coherent compelling user experiences. From wireframes through to high-fidelity prototypes, I worked with key stakeholders, articulating rationale for decisions and direction whilst supporting the development team with required visual assets, UI style guides and documentation.

Z-CARD® Ltd. | Senior Web Designer | 11.2006 - 06.2015 | [View Project](#) >>

Responsible for the design and development of all digital output incorporating web, mobile and email marketing. I designed, built and maintained Z-CARD®'s suite of global websites and took a lead role in the design and integration of web, mobile and eCRMs into Z-CARD®'s marketing activity.

Which? | Which? Online Production Assistant | 05.2003 - 08.2006

As a member of the Which? Online production team I played a key role in the design and delivery of content for the which.co.uk subscription sites.

Equations Ltd. | New Media Designer | 01.1997 - 06.2002

Lead the concept development, design and production of projects to be delivered online or as CD-ROM interactive presentations.