Available for a new challenge

A design leader who still loves getting into the detail

Design leader | Creative | Accessibility advocate | Humanist

A designer at heart, with over 20 years of experience and as much enthusiasm for the craft as ever. I enjoy bringing clarity to complex problems, whether that's connected cars, AI-driven analytics or everyday consumer products. I've led teams, shaped product direction and worked across design, research and development, but I've never lost the urge to get into the detail.

I believe in simplicity, but never the simplistic. I like asking the awkward-but-useful questions, understanding how things really work and helping good people produce work they're proud of.

History in brief

Principal Product Designer

2024-Present

The AA / AA-X Ventures

Connected Cars | Design Leadership | Accessibility

Led product design for Vixa, The AA's connected-car service, working with engineers, mechanics and data scientists to make complex vehicle information useful to drivers. A car can tell you an awful lot about itself, but not all of it is particularly helpful. Much of my work involved getting into the technical detail, questioning assumptions and finding better ways to explain what drivers actually needed to know.

My remit later expanded across Driving School, Vehicles and Warranty, supporting three designers in those business areas. I also jointly led The AA's wider accessibility programme, helping improve the quality and inclusivity of its digital experiences.

Principal Product Designer

2021-2024

GfK

Data Intelligence | AI & Analytics | Design Leadership

Led design across GfK's premium analytics products, including Forecasting, Strategic Promo Planner and Revenue Decomposition, before helping guide design for gfknewron Market and the retail proposition.

Working hands-on with designers, product colleagues and data scientists, I challenged established ways of presenting dense market data. We explored more expressive visual approaches and ways to bring useful signals forward, focusing on the decisions customers needed to make rather than the volume of information available.

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Principal Product Designer

2020-2021

Go.Compare / Look After My Bills

Product Discovery | Experimentation | Commercial Judgement

Led design for new household bill-switching propositions at Look After My Bills following its acquisition by Go.Compare, working in a small team across customer research, proposition testing and end-to-end delivery.

Questioned whether the cheapest broadband deal would meet customer needs. Research showed that speed, reliability and service mattered too; working with product colleagues, I used those findings to help reshape the provider offering and design a more useful switching journey. The team progressed broadband to a pilot with around 1,000 existing customers.

Principal Product Designer

2017-2020

Thomson Reuters / Refinitiv (now part of LSEG)

Visual Craft | Design Systems | Team Leadership

Led UI design across a programme bringing approximately 67 financial portals into MyRefinitiv for more than 400,000 financial professionals. Working with the Principal UX Designer and Design System Manager, I helped translate the established international design agency Huge's visual direction into practical patterns for complex B2B software.

Combined hands-on interface design with creative oversight, guiding consistency across six permanent UI designers and contractors through design principles, reviews and an evolving design system.

Art Director

2014-2017

BAE Systems Applied Intelligence

Creative Direction | Client Partnerships | Technical Innovation

Provided creative direction and hands-on design leadership across diverse enterprise, public-sector and commercial engagements. Led multidisciplinary teams scaled to each project, from small specialist partnerships to teams of eight designers alongside animation, content and strategy specialists.

Combined discovery, concept development, visual design and client presentations to explore emerging technologies, rethink complex workflows and develop new digital propositions.

Senior Mobile Product Designer

2013-2014

John Lewis

Mobile Commerce | Interaction Design | Retail Innovation

Designed mobile shopping experiences, including flexible product-detail templates that could accommodate the complexity of John Lewis's catalogue, from individual items to ranges, sets and product variations. Also explored interaction and animation ideas for the Android app.

Worked with the innovation team on early experiments in connected retail, including smart shelves, iBeacons and location-aware experiences. Explored how emerging technology might make shopping in-store more useful and intuitive.

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Head of Design & Development

2006-2013

Webcredible

Design Leadership | Software Development | Accessibility

Joined Webcredible as Head of Development, building its development capability before taking responsibility for design as well. Led and recruited a team of designers and developers, remaining hands-on with client projects while helping shape the agency's approach to design, usability and accessibility.

Worked closely with the Head of UX to bring research, visual design and development together earlier in the process. Alongside delivery, helped pitch and develop client work, presenting ideas and demonstrating how thoughtful design and technical understanding could solve real business problems.

Let's make something better.

I'm always interested in good people, interesting problems and opportunities to make a difference. Let's talk.

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