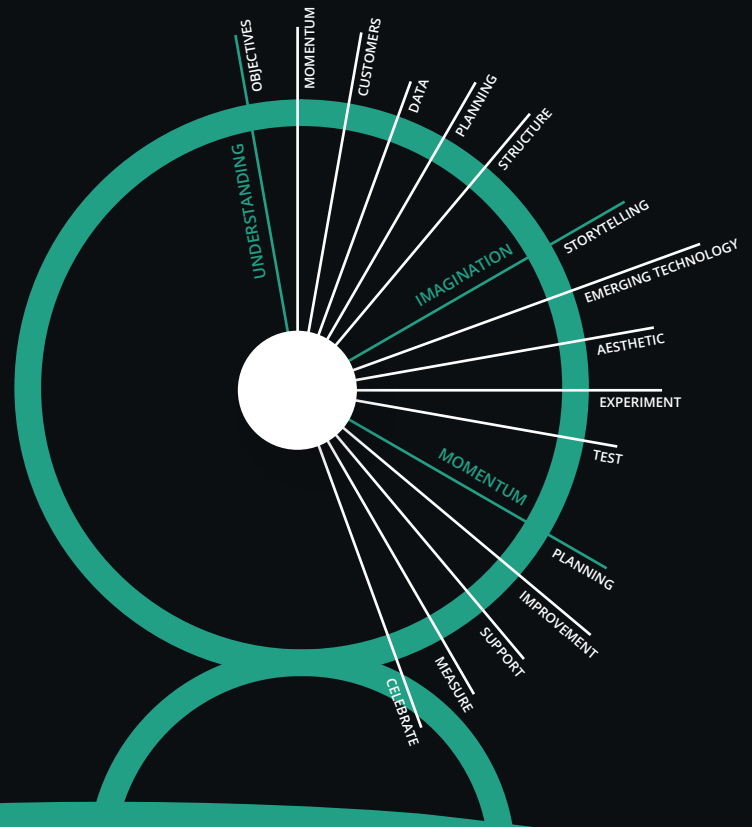




A different type of **Product Designer**

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## Digital UX/UI Designer/ Digital storyteller bringing together **Art, Technology** and **People**.

With **over 17 years experience both agency and client-side** in digital, running Creative departments, Art directing or playing with technology, I pride myself in finding simplicity in complexity.

Whether that's bringing to life a **user journey, research, utilising emerging technology, creating wireframes, storytelling, Artworking** or **solving business problems**.

I believe in a **blended method when working**. All designers have a responsibility to start with diligent research, to work methodically, work passionately and understand a design isn't complete, even when it reaches the customers' hand.

SKILLSET

I do these things

Adobe Creative Cloud

Sketch

Storytelling

UX Design

Digital strategy

Leadership

Prototyping

UI Design

Research

Conceptualising

Design systems

Proposition dev

Mobile design

Wireframes

Figma

Interaction design

Workshops

## GfK

### PRINCIPLE PRODUCT DESIGNER

12/2021 - 02/2024

Responsible for design output quality, subject matter coaching and creative direction. Trying to **get under the skin of the problem** by thinking about the numbers, the story we wanted to tell and empathising with the user/ business.

I co-ran a design team of 20 designers, with my areas of responsibility being to **maintain quality, suitability and aesthetic**. The role involved understanding what the business is trying to achieve/ can achieve and combining that with our user's needs with what is often quite complex data and data structures.

I was also responsible for ensuring we have strong design processes and evolve to work effectively with our squads and stakeholders, including introducing more robust resource management and work planning. I lead my team focussing on establishing a supportive culture and high quality outputs. At an individual level I coached my team in areas such as concept ideation, business value identification and stakeholder management.

## GOCO Group

### PRINCIPLE PRODUCT DESIGNER

05/2020 - 12/2021

Working as a principal product designer for Look After My Bills, I lead the design work for all new propositions. This included home insurance, car insurance and broadband. I worked closely with the Head of Product and development team to carefully balance user understanding with the business's desire to get to market.

Whilst we worked fast we were able to design and build new offerings within weeks even with user input and learned how to succeed and fail fast.



## Going to town Ltd

### FOUNDER

03/2013 - 07/2020

Gaining a number of clients such including **John Lewis** and **Refinitiv** (Thomson Reuters Finance & Risk), I worked on a variety of projects ranging from **UX/ UI design to technology consultancy** and training.

## BAE Applied Intelligence (formerly Detica)

### ART DIRECTOR

07/2014 - 12/2017

I joined BAE AI for the opportunity to bring together my multidisciplinary skills, experience and interests as an **Product Designer working with cutting edge technology**. My work was a mix of hands-on art working, customer experience, storytelling, digital transformation & strategy for a variety of clients:



### ART DIRECTOR

06/2015 - 11/2017

Providing pitch concepts, research, strategy, wireframes, prototypes and visual design assets.



### DESIGN STRATEGY

05/2015 - 06/2017

Defining & creating visualisations of the Nationwide Digital Strategy.



### ART DIRECTOR

06/2016 - 09/2016

Producing Art work and guidance for the NOW.tv brand.



### SENIOR PRODUCT DESIGNER

07/2014 - 06/2015

Working with formative .GOV design guidelines I worked to redesign the TFL online presence.

I also provided **product design, iconography, conceptual artwork** for Lloyds Register, VISA and a variety of internal projects some of which can be viewed in **my portfolio** in more detail

# John Lewis

## SENIOR MOBILE PRODUCT DESIGNER

03/2013- 07/2011

As part of the innovation team my role as Senior product designer was to push the design & user experience of platforms other IOS. These included, instore projects using smart shelves, location-based experiments using iBeacons and animation and cataloguing experiments on Android.

## Webcredible

### HEAD OF DESIGN & DEVELOPMENT

08/2006 - 07/2013

Initially heading up a growing development team and taking on **responsibility for the design team** as the business grew, my time at Webcredible was formative. I could be working on a HTML build, accessibility review or audit, running or writing a training course, producing visual design and of course ensuring the well-being of my teams.

I taught Interface design, accessibility, build around the world and worked with some great clients along the way. Having the opportunity to **shape and grow/ grow with a business** holds fond memories for me.

## Metropolitan Police

### LEAD USER INTERFACE DESIGNER / DEVELOPER

10/2002 - 2006

Starting as a graduate developer my role as part of the E-communications team was to develop the Metropolitan police's intranet from policy management to force social initiatives.

I also worked as a designer on the met police external presence including extending the



## A LITTLE MORE

A committed ecologist I spend my spare time working on projects such as EarthTenant, trying to find ways to make sustainable living cheaper and more convenient. I also am a keen wildlife photographer, newbie astronomer and technology tinkerer.

