

End-to-end digital product designer

# I lead product teams through fast, Lean projects

I create audience facing products across multiple platforms that solve business and user needs. Recognised experience in leading global, multidisciplinary teams through strategic, data driven projects. Ve Global initiatives: Platform, improving Ve's flagship onsite tool and implementing Lean processes in all 18 territories.

Before Ve Global I taught immersive, weekend and intro UX courses for General Assembly, and co-founded Experience Haus, a design school specialising in hands-on education by pairing students with local start-ups.

Feb 2017 - today

## Ve Global

Senior product designer

- Delivered and designed Platform MVP to 50k+ customers with KPIs, and iterations containing account creation, navigations, personalisation, responsive web and SaaS
- Conducted research (quant / qual) to priorities user needs and areas for improvement across all flagship products
- Led a multidisciplinary team of 12, consisting of technical architect, full-stack developers, and web / product designers

Jan 2017 - Apr 2018

## Experience Haus

Co-founder / instructor

- Taught / mentored 50 multi-discipline students 'Double Diamond' and 'Lean' methodology
- Scaled 300%+ ROI in first year
- Paired 50 students with 50 start-ups for hands on design application and training
- Hosted three, 70+ audience conferences
- Other select responsibilities: branding, creation of digital / print marketing material and radio host (2,000+ listeners)

## Hard skills

- Facilitating Lean UX / Google Sprints
- Leading collaborative workshops
- Synthesising / actioning user feedback
- Identifying risk / technical constraints
- Scoping / delivering MVP products
- Working with development teams
- Creating / using design systems

## Soft skills

- Public speaking
- Project planning
- Organisation
- Communication
- Mentorship / leadership
- Stakeholder management
- Prioritisation

## Select techniques

- Affinity mapping
- Task analysis
- Usability testing / research
- Experience mapping
- 'How might we' statements
- Interactive (Webflow) prototyping
- Design studio workshops