



I am a highly driven, hands on Lead Designer with extensive experience in both designing and optimizing customer journeys and websites. I am a natural problem solver with a knack for finding new approaches to old problems.

Experience

Oct 2019 – Present
MyVoucherCodes

Principal UX Designer

- Part of the leadership team, focusing on embedding a ‘know your customer’ strategy with the company.
- Defining core user personas, setting up a user testing function and embedding core UX metrics into the business.
- Working in a dual track agile format with the engineers to ensure experiences are iterated and built at the right time.
- Leading a number of redesign projects around key areas of the website and CRM.

Jun 2019 – Oct 2019
Goco Group (Gocompare)

Principal UX Designer

- Hands on approach, working on a number of external and internal design projects.
- Facilitated workshops and Design hacks.
- Acted as a solid mentor for junior designers.

Aug 2018 – Jun 2019
Gocompare

Product Design Manager (UX)

- Helped shape the design system team (6 in total), who serviced multiple engineering squads with fully documented components via Goco’s latest style guide.
- Led the overall design vision using OKR’s to drive team performance and ensure high quality.
- Provided support and mentoring to in-house designers, front-end engineers and contractors.

Aug 2017 – Aug 2018
Gocompare

Senior Product Designer (UX)

- UX/ tech lead for the optimization guild, responsible for planning and building tests as well as visualizing and demonstrating learnings.
- Lead designer for the Motor tribe, responsible for the user experience of our biggest insurance product, car insurance.
- Experience ranged from leading large impactful redesign projects through to small feature based projects and data-driven tests.

Aug 2014 – Aug 2017
Gocompare

Product Designer (UX)

Jul 2013 – Aug 2014
QA Plus LTD

Front End Developer

Other work

Oct 2018 – Present
Billowbox.com

Founder

A subscription box service that delivers Vapour liquids, coils and more to your door.

October 2016 - Sept 2017
Freelance

UX consultant

On the side, I currently worked with a small number of start-ups to help shape their product experience. Projects include designing web portals, native apps, and websites.

Courses and Education

- User - Centred Analysis and Conceptual Design ,Human Factors International
- Practical Usability Testing ,Human Factors International
- Professional Scrum Product Owner (PSPO 1),scrum.org
- Level 4 Professional Development Award in Project Management, City and Guilds
- BSc (Hons) Computer Science - 2:1 ,Swansea University
- A-Levels - Art , Sport, English Literature

Skills

Design

- Sketch
- Invision
- Figma
- Adobe Creative Suite
- Webflow
- Anima
- Principle

Research

- Usability testing
- Remote/In Person User testing (via usertesting.com)
- A/B test creation + analysis (via Optimizely)

Coding

- HTML
- CSS
- JS/JQuery
- Wordpress/PHP