Hi! I'm

User Experience Designer

London, U.K.

> " *I am a proactive UX designer, blending creativity and problem-solving skills to find tangible solutions that are engaging and usable. With experience in a digital tech start up I've worked with cross functional teams in an agile and lean environment. Through a generalist UX role I've worked on user research, content strategy, information architecture, interaction design and visual design.* "

Soft Skills

Empathy
Consultative
Facilitator

Hard Skills

Stakeholder interviews
User Interviews + Surveys
Contextual Inquiry
Card Sorting
Site Mapping
Content Strategy
Personas
User Journeys and Flows
User Stories
Story telling
Sketching
Wireframing
Information Architecture
Design Studios
Rapid Prototyping
Usability Testing
Product Management
Lean/Agile Methodologies
Visual Design

Tools

Whatever will effectively help deliver results.

Sharpies/paper
Post-It's/Whiteboard
Sketch 3
Omnigraffle
Marvel
InVision
HTML/CSS/JS Knowledge

Experience

User Experience Designer - Flypay, Sept 2015 - Aug 2016

At Flypay we have helped in creating over 5 million positive experiences for consumers through our mobile apps within the UK. You can now pay your bill, order and collect through major restaurants and pub chains such as Wahaca, Gourmet Burger Kitchen, Chilango and Fuller pubs through both iOS and Android. As a start up, we needed to understand our stakeholders so we could make informed decisions. This helped us drive our business strategy. With ownership and responsibility in wider areas, I've worked on critical projects that span across native apps (iOS & Android), web apps, CRM, database and marketing websites. Educating, advocating human centred design practices with stakeholders, awareness and engagement has helped us build better experiences.

UXD Instructor - General Assembly / Sept 2015 - Present

Assisting the Lead Instructor in educating and supporting students throughout the course. Giving students regular constructive feedback, guidance and advice.

User Experience Designer - Edu Assess, Jul 2015 - Dec 2015

For my final client project at GA, together we executed the project through research, prototyping to usability testing and presenting the deliverables. We organised user testing sessions both with general public, and teachers. We created lo-fi wireframes to high fidelity visual mockups, ready for the development stage. I was hired to continue with the design work on a freelance basis.

IT Recruitment Consultant - GRB IT, Oct 2013 - May 2015

I realised I had a passion for UX and wanted to learn as much as I could as fast as possible. GA was the place I was going to do this but needed to make sure I could fund the programme as well as myself throughout the 3 months. So I took a few steps to get here, I moved to London so I could immerse myself in the London Tech Scene and joined GRB IT, a start up recruitment firm to save up the money I needed. Not only did I manage to reach my goal that I set out to do but also learnt a great deal about researching the IT industry. I developed the business by understanding their current needs and goals and fulfilling them. I managed both client and candidate expectations and built on new and existing relationships.

Product Designer - Snap plc, Aug 2012 - Oct 2013

I worked on multiple projects within a multi disciplined team. I helped launch 4 new personalised product brands called "Celebrity Cut-Outs", "Snap-a-Jack", "PokerFaces" and "A Fond Farewell". From start to end I worked on the brief, ideation, development, testing, to the launching phase. Sales were £20k+ in a month on Celebrity Cut-Outs alone.

Interests & Hobbies

Forever Learning

I'm learning to teach and advocate user experience design as a paid instructor at General Assembly.

Most recently I've read Hooked by Nir Ayal and the user experience team of one by Leah Buley. I have just bought Lean analytics but not read much yet. I regularly visit Nielsen Norman Group site for articles. I enjoy reading on the Medium app, Twitter, and Panda app on chrome.

At a recent meet up I discovered and took away what role 'time' has played when considering Disneyworld queues, downloading information online, to tracking your food on mobile and web.

Health & Fitness

I'm competitive in sports. I do like a good challenge. I'm conscious of building my body for challenges. I do enjoy a good session of rattling some iron around few times a week.

Technology

Augmented Reality
Sustainability
Mobile Tech
We can talk more

Production Engineer - The Rooflight Company, Nov 2010 - Sept 2011

I conducted business and user research, understanding business operations, facilitating stakeholder workshops. Executing changes increasing business capacity by 330% within a Waterfall environment. I applied my Human Factors and Ergonomic principles providing solutions to complex problems. As a team of 3 we implemented and designed new tools and jigs, enforcing quality assurance following guidance within the ISO requirements.

Product Design Consultant - Maya (Hangzhou China) Jul 2010 – Nov 2010

I researched the European lighting industry, sketched new modular lighting ideas based on the findings and developed the designs in the materials workshop. I created computer aided design models, developing and manufacturing through prototyping, testing and iterating designs. I worked alongside the electrical team to test the circuits and pitched in within client meetings.

Education

User Experience Design Immersive - Summer 2015

General Assembly - 10 week full time programme

I've completed the 10 week User Experience Design Immersive programme which a full-time career enhancer focussed on building user experience principles and skills through five cross-platform projects. The road to completion of each project is gone through an intensive process from user research, analysis, ideation through sketching and iterations. Each product iteration goes through various levels of user testing before a final prototype is presented to peers and industry experts for feedback.

During these 10 weeks I worked on:
- A food app prototype focussed on the food ingredients available at home & scheduling a pick up reminder
- A micro-site for a current commercial retailer
- The development of a business case and introduction of a new feature for a music platform company
- A visual UI re-design of a food app
- Client project focussed on redesign of a cross platform application to be used within the education sector

Industrial Design & Technology, 2.1 - 2008 - 2012

Brunel University

A 4 year sandwich course with successful professional development.