

## Product Designer & Strategic Creator

I'm a detail-oriented UI/UX expert with 13+ years of experience making physical and digital stuff. Making a career delivering successful, globally recognised products through a collaborative, behaviour-driven approach. I'm driven by impactful and accessible experiences. I'm a dad and a lover of pizza.

### SKILLS

#### Leadership

Strategic Thinking  
Product Management  
Stakeholder Management  
Mentorship  
Hiring  
Agile

#### UX Design

Collaboration  
Customer Journeys  
Problem Solving  
Prototyping

#### Visual Design

UI  
Creative Design  
Branding  
Art Direction  
Design Patterns  
Design Systems

#### Technical

Augmented Reality  
AI Prompting  
Adobe Suit  
Figma

Latest Case Studies

Recommendations

## RELEVANT EXPERIENCE

### Zappar, Lead Designer 2021 - 2023

As a Lead Designer, the key responsibility is to be an example to follow. I built and led the Zapworks design team. I oversaw UX and UI design and brand consistency work on all five Zappar brands and XR creative tools.

I invested time mentoring and managing the team's work and progress, but I still managed to focus a good percentage of my day working on product strategy and user experience.

### Zappar, Product Designer 2018 - 2021

Hired as the first UX Designer at Zappar, my responsibilities quickly grew, so I became a more overarching Product Designer. I worked with top brands to create immersive experiences. I designed a new AR content creation tool and improved the usability of websites and CMS platform.

### Quidco, UX Designer 2018

I improved the responsive website and internal admin system by leading collaborative sprints that trained the team on human-centred design principles. I partnered with the marketing team to tackle ad blindness on Quidco's site and created a Design System for brand consistency. Additionally, I mentored a Designer on UX methodologies.

### Bean, UX Designer 2017 (Contract)

I worked with a team of UX designers to improve the user interface of Bean's finance app, making it more trustworthy and user-friendly. To do this, we identified the user, problem and solution, improved the design and tested it several times, also changing the copy, making it more personal and human.

### Luckies, Product Designer 2012 - 2017

I was a designer in the gift industry and contributed to every stage of product development, from ideation to production. The process began with brainstorming, research, and prototyping, followed by MVPs and testing on low-fidelity prototypes. This user-centric approach resulted in successful products like the Scratch Map and Smartphone Projector.

## EDUCATION

### General Assembly, UX Design Course 2017

An immersive course that helped improve my skills in empathy, communication, and problem-solving. I worked on five projects using various methods to deliver solutions focused on user-centred design.

### Shillington College, Design Course 2010 - 2011

Here I learned design thinking, typography, and colour theory by working on realistic briefs with experienced teachers.

### ETIC (School of Technology, Innovation and Creation), 2006 - 2009 BA Visual Communication

This course covered various aspects of visual media, including video, editing, photography, production, storyboarding, character development, and art direction.