

I believe in *ethical*, human-centred design.

I am a human-centred designer who has delivered products and services in the private and public sectors. I have improved usability and conversion rate for ecommerce websites and have designed public facing Government services that are fit for the future.

Experience

JUNE 2022 — PRESENT

Ministry of Justice: Senior Interaction Designer

- Designed, built and iterated prototypes for researching with crime victims
- Improved accessibility of components and journeys throughout the service
- Facilitated ways-of-working sessions to improve team performance
- Led a self-initiated design ethics project to integrate robust ethical practices
- Line managed a mid-weight designer and two senior designer contractors

MAY 2020 — MAY 2022

Ministry of Justice: Interaction Designer

- Designed, built and iterated prototypes with code for usability testing
- Created user flows and flowcharts for communicating with developers
- Ran ideation sessions and stakeholder engagement workshops
- Designed new components and patterns for MoJ front end
- Started a GOV.UK design ethics community of practice

JANUARY 2018 — APRIL 2020

CEWE: UX Designer

- Improved usability through conducting usability testing and depth interviews
- Increased Conversion Rate using A/B tests and heat maps
- United team around UX goals by delivering workshops and presentations
- Developed a modular design system using HTML and CSS
- Supported marketing team with web assets and print work
- Directed product photo shoots to visually communicate product features

MARCH 2016 — DECEMBER 2017

Graphic Designer

- Freelance Graphic Designer: Melbourne, Australia
- Korb: Melbourne, Australia — Graphic Designer
- Denfield: Leamington Spa, UK — Junior Graphic Designer
- Attitude Design: Nottingham, UK — Junior Graphic Designer

Courses

Interaction design foundation

- The brain and technology
- UX Management: Strategy and Tactics
- Psychology and Web Design: The Ultimate Guide
- Human-Computer Interaction – HCI

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Education

JULY 2018 — JANUARY 2019

Professional Diploma: UX Design

UX Design Institute /
Glasgow Caledonian University

OCTOBER 2009 — JULY 2012

Bachelor of Music: Music Performance

University of West London

SEPTEMBER 2006 — 2008 JULY

BTEC National Diploma: Fine Art

Solihull Sixth Form College

Skills

Design:

Interaction Design, Wireframing,
Prototyping, User Flows, Information
Architecture

Research:

Usability Testing, Depth Interviews,
Online Surveys, Analytics, Competitive
Benchmarking

Coding:

HTML, CSS, JavaScript, PHP, SQL

Treehouse

- Front End Web Development
- Ethical Design
- Web design