

Summary

An experienced UX/service/product designer, passionate about problem solving, championing the user, and curious about all intersections of people, digital and the physical world. I have extensive experience both agency and client side, from designing complex responsive websites to campaigns, apps, large touchscreen kiosks and smart tv interfaces, as well as more strategic research and customer experience work. While very happy getting creative with pen and paper or crafting details with computer and mouse, I'm also a confident communicator, at ease working with clients or with other disciplines in a team.

Skills

User research, user testing, ethnographic research, expert/heuristic evaluation, analytics, personas, storyboards, user journeys, customer experience maps, information architecture, wireframes, low-high fidelity prototyping.

Tools

Axure, Sketch, InVision, Omnigraffle, Figma, Overflow

Experience

Freelance Service and UX Designer

M&C | XD

May 2017 – June 2019

For the last two years, I have been working with another UX designer and a creative director as a collective of sorts, or our own mini-agency, with multiple clients simultaneously, and managing the workload accordingly. Below is some of the work we undertook for clients:

Hodes

Hodes are a 'creative agency for employers'. I worked with them to do the research, IA/wireframes, and user testing across 5 or 6 different careers sites, from Mars to Merlin Entertainment to Sky.

P&O Cruises

Running a customer experience project to improve the onboard experience on P&O Cruises' latest ship due to be launched in 2020. We did in-depth research into the customers' needs, and outlined a roadmap to achieve the desired goals and visualisation of the onboard digital experience.

The Art Fund

Our ongoing relationship with the national charity for art meant they had multiple smaller projects for us to undertake, from redesigning their member section, to designing a ticketing system for museums, to setting up analytics frameworks.

Westminster Abbey

I was brought on towards the end of the Westminster Abbey website redesign, to run the user testing as well as multiple section design tweaks.

Freelance User Experience Designer

Vodafone / BAE Systems Applied Intelligence

July 2016 – April 2017

I was placed on the MyVodafone app and web teams, working in an agile environment to wireframe and prototype many features from topping up your account and travelling abroad, to enterprise and device diagnostics.

Freelance User Experience Designer

SMC Design

January 2016 – May 2016

User flows and wireframes for large touchscreen kiosks, in-cabin smart tv interfaces and an app for a cruise ship company.

User Experience Designer

Possible

February 2015 – December 2015

Working across a number of high profile clients on projects ranging from full responsive websites, to augmented reality apps and campaign sites (some were ventures with GreyLondon).

Projects included:

- Concept design sketching, wireframes, full specification for:
 - The Heineken Rugby World Cup website
 - Augmented reality apps for Duracell/Star Wars, and McVitie's
 - Sensodyne website, including an online diagnosis tool
 - A campaign site for 3M Post-it Notes
- User research, concept design and user journeys for improvements to the Canon website
- User research, personas and concept design for Adecco's global recruitment website

Digital Experience Consultant

Precedent Communications Ltd

January 2013 – February 2015

I worked in both the London and Melbourne offices and was quickly promoted, taking on more responsibility, more complex projects, and mentoring juniors.

Projects included:

- Full UX lifecycle including research, personas, user journeys, IA, wireframes, prototypes, user testing for large responsive web builds
 - www.davidlloyd.co.uk
 - www.nib.org.uk
 - www.bhf.org.uk—KPI's include a 277% increase in online donations, 74% increase in event registrations, 40% increase in furniture and electric donations, 22% lower form drop-off
- Research, personas, CX mapping, IA, interactive prototypes, user testing, full specifications and project handover for complete responsive website design and strategy for Imperial College Healthcare NHS Trust

Education

MSc Human Centred Systems – First class honours

City University London and Uppsala University, Sweden

2010 – 2012

BSc Ergonomics – 2:1

Loughborough University

2000 – 2003