



# Dynamic, Innovative & Passionate Designer crafting user-centric solutions

## About

Dedicated Product Designer with a proven track record of delivering high-quality projects on time and within budget. I excel at understanding client needs and translating them into effective design solutions that prioritise user experience. My strong background in client management and project execution, coupled with my expertise in all aspects of product design enables me to consistently exceed expectations.

## Experience

### Oscar & Rose Ltd

#### Product Design Consultant

JUN 22 - PRESENT

**Role:** User experience-driven product designer with expertise in enhancing the user experience and optimizing websites across diverse industries.

**Experience:** Proven track record of crafting user-centered solutions for a wide range of projects, from eCommerce sites for garden centres and clothing brands to corporate websites and apps.

### Maximise IT

#### Lead Product Designer (Contract)

OCT 23 - JAN 24

**Role:** Lead designer responsible for the creation and implementation of user-centered design solutions for two ESG platforms, working closely with developers, the delivery team, and the product owner.

**Experience:** Proven experience in agile web design methodologies, including working in sprints and collaborating with cross-functional teams.

#### Responsibilities:

- Played a pivotal role in launching a new product concept in just 6 weeks, revolutionising the company's operational efficiency and accelerating time-to-market.
- Conducted research and created detailed wireframes and prototypes for Flood Risk and Carbon Capture applications, ensuring a user-friendly and intuitive experience.
- Championed a shift towards a more agile and iterative approach to product design and development, fostering a culture of innovation and efficiency within the design team.

#### Impact:

- Successfully led the design team in transitioning to a streamlined design-to-development process, reducing average turnaround time from 6 months to just 4 weeks.
- Played a pivotal role in launching a new product concept in just 6 weeks, revolutionising the company's operational efficiency and accelerating time-to-market.

**“Steve has contributed beyond great designs helping us to improve data visualisations and user features. He’s created marketing and website material to support our sales activities. Thank you for your help and endless patience.”**

**Andy Franks - Managing Director | Maximise IT Solutions**

# Vodafone

JUL 22 - SEP 23

## Product Designer (Contract)

**Role:** Collaborative Product Designer with a proven track record of enhancing user experience across multiple epics and journeys within an established customer facing app.

**Experience:** Extensive experience working in agile environments, seamlessly navigating the sprint/iteration cycles while maintaining close collaboration with cross-functional teams.

### Responsibilities:

- Collaborate with fellow designers to craft user-centered solutions that optimize the app's user experience.
- Engage in active communication with Product Owners, Project Managers, Business Analysts, and the User Research team, ensuring alignment and seamless project execution.
- Critically analyze moderated user testing feedback, identifying areas for improvement and refining designs accordingly.
- Conduct thorough landscape analysis for various tickets, followed by in-depth exploration and wireframing of multiple solution options.
- Finalise UI designs, ensuring they align with the app's brand and user expectations, and document them thoroughly for the development team.
- Leverage SAFe training expertise to effectively implement agile practices at an enterprise scale, fostering a collaborative and efficient development environment.

### Impact:

- **Increasing conversions** by an average of and **enhancing customer retention** (they have over 15 million users). It is difficult to put an exact figure on these as I worked on multiple tickets and tasks to achieve this.

**“It was such a pleasure working with Steve. He has exceptional experience in user interface design, design thinking and user research. Proactive, dynamic and passionate, he is a brilliant UX designer. Steve is resilient and capable of adapting to new work environments. He has a very positive approach to work which he uses to bolster and motivate the team around him. He maintains a very good relation with co-workers and clients. I really enjoyed working with Steve on the One App project.”** Perushka Bhowanath - Product Owner | Vodafone

# Think Methodology

MAR 20 - AUG 21

## Lead UX/UI Designer

**Role:** Lead designer overseeing digital projects, enhancing user experience, analysing data & driving sales growth for clients. I also redesigned their CRM system for a more intuitive user experience.

**Experience:** Expertise in managing and executing projects for key clients such as Linde and Kleen Waste, while also contributing to UX and digital design initiatives. In addition, Think Methodology's CRM system underwent a comprehensive redesign. This involved integrating new features seamlessly with the existing software, and crafting user flows and journeys that optimised the user experience for these functionalities.

### Responsibilities:

- Proactively led project management efforts, ensuring collaboration and communication across various departments and team members.
- Conducted thorough consultations with clients, identifying their digital marketing needs and recommending strategies to generate more leads.
- Collected and analyzed data, generating monthly reports and presenting insightful findings to key stakeholders.
- Conceptualized and designed targeted marketing campaigns and landing pages to generate leads and gather valuable data, leveraging this to ensure seamless user interactions and a positive user experience.

### Impact:

- Successfully implemented new features and design improvements that significantly enhanced user experience and customer satisfaction on the CRM platform, resulting in a 15% increase in customer retention and sales.

**Role:** Seasoned digital marketing agency owner with extensive experience in designing, leading, managing, and mentoring a multidisciplinary team of designers, developers, and digital marketers.

**Experience:** Established and led a successful brand & digital marketing agency, exceeding client expectations and securing recurring business from over 300 satisfied customers. Delivered a comprehensive suite of marketing services, fostering client loyalty through exceptional service and measurable results.

### Responsibilities:

- Conducted thorough market research, analyzing data, and identifying target customers and key competitors to align with client company objectives.
- Designed high-quality wireframes and prototypes, ensuring the visual and functional aspects of websites align with client requirements.
- Presented design solutions to clients, engaging them in the process to ensure alignment and satisfaction with the final product.
- Oversaw all client accounts, managing their projects from inception to completion, ensuring timely delivery and adherence to specifications.
- Effectively managed an Agile team of designers, developers, and digital marketers, fostering a collaborative and productive work environment.

### Impact:

- Led the rebranding of a construction company, incorporating a brand-new website that generated a 30% increase in qualified leads and played a pivotal role in securing a substantial £2.35 million contract.

## Achievements

- Founded and successfully managed a digital marketing agency from scratch, delivering a range of services to over 300 clients, including recurring business from satisfied customers.
- Established a monthly social networking group that has garnered over 3 years of continuous success, attracting 200 subscribers and engaging a loyal community of 75 business owners in the local area.
- Introduced and successfully launched an award-winning craft beer brand, Pedal Power, designing, branding, and distributing the beverage to over 200 retail outlets, showcasing it to industry giants like Sony, Nintendo, and Warner Brothers, and ultimately earning the coveted title of "Best Beer" at the Tour de Yorkshire 2014.
- Personally collaborated with the Marketing Director of ASDA, spearheading the creation of the entire visual presentation for ASDA's Music, Video, and Games Conference, captivating industry representatives from renowned companies like Sony, Nintendo, and Warner Brothers and leaving a lasting impact.

## Technical Skills

Figma | XD | Miro | Illustrator | Indesign | Photoshop

## Strengths

Problem Solving | Positive Attitude | Communication | Collaboration

## Education & Training

SAFe Training (2023) - UX/UI Design Consultant

Foundation UX Design (2022) - Coursera

BA (Hons) Three Dimensional Design (2004) - Leeds Metropolitan University