

# Crafting Inclusive Designs with a Client-Focused & User-First Approach

- Ability to think logically and empathise with clients has enabled an effective approach to design challenges from a user-centered perspective.
- Strong background in client management, project execution, and digital expertise across agencies, tele-communications and development.
- Excel at delivering high-quality projects on schedule and within budget, even under tight deadlines, thanks to a pragmatic approach and meticulous attention to detail

## Experience

### Vodafone

Senior UX Designer (Contract)

OCT 24 - APR 25

**Role:** Extensive collaboration within a cross-functional squad of user researchers, business analysts, UX designers, UI designers, product owners, QA testers, and developers.

**Experience:** Strong expertise in accessibility and inclusive design, ensuring compliance with industry standards. Experience leading accessibility initiatives and conducting training sessions for cross-functional teams. Active participant in industry webinars and courses, contributing to accessibility-focused improvements across squads.

#### Responsibilities:

- Work on sprint tasks to align designs with user needs, technical feasibility, and business objectives.
- Lead accessibility efforts within the squad, ensuring focus order, contrast ratios, icons/target sizes/font sizes, and component suitability meet standards.
- Conduct accessibility reviews on previously designed screens to ensure accuracy, consistency, and usability.
- Drive accessibility awareness and implementation by training designers, QA testers, and developers.

### Oscar & Rose Ltd

UX/UI Design Consultant

JUN 22 - NOW

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

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

**Skillset:** Proficient in utilising Figma to seamlessly wireframe, design, and prototype websites, ensuring a consistent user experience across all devices.

**Portfolio:** Demonstrates a versatile skillset, encompassing projects for eCommerce, fashion brands, and even a neon signage company, showcasing adaptability and expertise in various industries.

## Maximise IT

UX/UI Design Consultant (Contract)

OCT 23 - JAN 24

**Role:** Led UX/UI design for a new ESG platform at a software company transitioning from finance, crafting intuitive user interfaces and seamless web applications leveraging data interoperability for Flood Risk and Carbon Capture solutions.

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

**Responsibilities:**

- Develop a comprehensive brand identity for the ESG platform, including visual elements, messaging, and marketing collateral.
- Create detailed wireframes and prototypes for Flood Risk and Carbon Capture applications, ensuring a user-friendly and intuitive experience.
- Design and build a fully functional website using WordPress Oxygen Builder, showcasing the platform's capabilities and value proposition.
- Crafting a compelling pitch deck to effectively communicate the platform's value to stakeholders and potential customers. This included presenting to the Programme Manager at Lloyds Banking Group.

## Vodafone

UX Designer (Contract)

JUL 22 - SEP 23

**Role:** Collaborative UX/UI designer with a proven track record of enhancing user experience across multiple epics and journeys within an established 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 UX/UI 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.
- Finalize 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.

# Think Methodology

UX/UI Designer

MAR 20 - APR 22

**Role:** Digital designer overseeing digital projects, enhancing user experience, analysing data & driving sales growth for clients.

I also redesigned Think Methodology's 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.
- Collaborated closely with clients to improve their digital presence and overall user journey, enhancing their online experience.
- 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.
- Leveraged this data to refine UX design, ensuring seamless user interactions and a positive user experience.

# NY Design

Web/Graphic Designer

JAN 04 - FEB 20

**Role:** Seasoned digital marketing agency designer 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.

**Results:** 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.

## 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.

## Education & Training

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**OneApp Accessibility Training** - Vodafone & Nomensa, Alistair Campbell

**Digital Accessibility as a Mindset** - Domestika, Margot Gabel

**Web Accessibility** - Udacity, Alice Boxhall, Rob Dodson

**Accessibility: How to Design for All** - IxDF (Interaction Design Foundation)

**Affordances: Designing Intuitive User Interfaces** - IxDF (Interaction Design Foundation)

**SAFe Training** - Scaled Agile

**Foundation UX Design** - Coursera

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

## Other Skills/Interests

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**Design Tool Proficiency & AI Exploration**- I prioritize continuous learning in design software (Figma, etc.) to optimize workflows. I'm also actively exploring the potential of AI and machine learning to enhance the design process.

**Ally (Accessibility)** - I'm a strong advocate for inclusive design and prioritize accessibility (Ally) in every project. I believe in a 'shift-left' methodology, embedding accessibility considerations early in the design process to avoid costly and inefficient remediation later. Despite my current knowledge base, I'm dedicated to expanding my Ally expertise and staying abreast of evolving best practices.

**Websites** - Experienced in building functional and visually appealing websites using WordPress and Oxygen Builder, supplemented by basic HTML and CSS skills.

**Account Management** - Overseeing projects from initiation to completion, ensuring on-time delivery and managing project specifications and scope.

**Craft Beer Enthusiast & Creator** - As well as my love for drinking real ale, I also partnered with Daleside Brewery to create "Pedal Power" pale ale for Tour de Yorkshire 2015, achieving distribution in 200+ outlets and record sales in Harrogate.

**Football Coaching** - With over 25 years of coaching experience, I maintain a strong passion for developing footballers. Currently coaching my son's U12 team, I'm committed to continued growth and aspire to achieve the UEFA B coaching license.