

## ABOUT ME

A product designer with a decade of experience solving design, product and **user problems**. Using data and prototypes to expedite delivery of solutions and accelerate business **growth** through the improvement of digital experiences.

## KEY SKILLS

- Know **UXPin**<sup>(10/10)</sup> prototyping software inside out
- Very experienced with Illustrator<sup>(9.5/10)</sup>, Photoshop<sup>(9/10)</sup>, InDesign<sup>(8/10)</sup>, Miro<sup>(9/10)</sup> and JIRA<sup>(8/10)</sup>
- Confident with programs including Figma<sup>(6/10)</sup>, InVision<sup>(7/10)</sup> and Monday.com<sup>(6/10)</sup>

## WORK LIFE

### **Mesh Home App** / **Freelance Product Designer, ideaworks** / **Jan 2019 - Dec 2022**

Redesigned Mesh home control app for iOS and Android, covering control for lighting, video, audio, and blinds. Planned and refined user-flows with Illustrator wireframes and validated design with UXPin fully functional prototype. Produced high-quality assets in Illustrator that facilitated the development process and ensured visual consistency across the app. [View Prototype](#)

### **Turn 2 UI** / **Freelance Product Designer, Tyba** / **Jun 2020 - Aug 2021**

Redesigned the interface for a smart home control system to leverage the larger and high-resolution display of the client's second-generation hardware. Created initial designs using Illustrator and refined them based on client feedback to ensure a seamless user experience. Developed a functional prototype to showcase key interactions and validate the design concept. [View Prototype](#)

### **Geomiq Ltd.** / **Product Manager** / **Sept 2021 - Present**

Established a cohesive and consistent design language for the customer-facing UI as a Designer, improving the overall user experience. Promoted to Product Manager to align with the business's evolving needs, driving product-led growth through driving delivery from the team of 7 developers. Delivered successful outcomes that positively impacted key business metrics, such as Repeat Buyers, by leading cross-functional teams in product development. Demonstrated a strong blend of design and strategic skills, with a focus on understanding user needs and business goals.

### **GForces Web Management** / **Interaction Designer** / **Jul 2015 - Sept 2021**

Continuously iterated and improved the Ecommerce product through A/B testing, user feedback, and internal UX testing to enhance user experience and conversion rate. Discovered opportunities to personalize the SaaS product for customers, while ensuring optimal performance as a conversion tool. Created UXPin prototypes to explore new concepts with clients and create interactive prototypes of flat designs, helping graphic designers pitch to clients effectively.

### **Ideaworks London Ltd.** / **Graphic Designer** / **Aug 2013 - Sep 2014**

Completed a year in industry before a final year of university, starting with designing and processing paper-based budget proposals using Adobe InDesign. Undertook a redesign of a bespoke home control app, creating new design guidelines/framework using Illustrator while retaining the existing architecture to avoid alienating the niche user-base. Improved the process by optimizing workflows and reducing the time required to create each 50+ page document by up to 50%.

## EDUCATION

### **Brunel University** / **2:1 Digital Design** / **Sep 2011 - May 2015**

### **St. Edmund's School Canterbury** / **A, B, B** / **Sep 1998 - Jul 2011**

## PERSONAL LIFE

It would be fair to say that I'm a bit of a nerd, geek or gamer (or all of the above). Whether it's games, movies or the latest TV series I can't help but try and consume as much of it as possible.

I follow each Formula One season almost religiously and try to make it to at least one race a year and hope to eventually tick every track off the list someday. In the winter seasons I go skiing whenever I can and go for long walks with my wife to get my fresh-air and exercise!

[References available on request](#)