
Top skills: User experience • Research • Data analysis • IA • UI • Wireframing • Prototyping • Usability Testing • Accessibility
Tools: Figma • Sketch • Adobe XD • Photoshop • Illustrator • InDesign • Wordpress • Miro • Atlassian • Canva • Flourish • Zeplin
AI Tools: Figma Make • Lovable • Google Stitch • ChatGPT • Perplexity • Comet
Languages: Native English • Bilingual French • Beginner Spanish • Basic HTML and CSS

CAREER EXPERIENCE

DESIGN CONSULTANT at THE COUNCIL OF THE EU

• 08/2024 – Present • BRUSSELS

For the Council of the European Union's website and Social Media Channels.

- I lead the complete redesign of the *Alerts and Subscriptions* journey, a complex digital product serving over 75,000 subscribers and managing 100+ newsletters in all 24 EU languages.
- Working across the full project lifecycle: I plan with the team and engage stakeholders; I conduct user interviews, concept validation and usability testing; I collaborate with in-house researchers, webmasters, and developers; I drive iteration from brainstorming and user flows through low- to high-fidelity prototypes, clickable versions, and interactive demos.
- For other projects, I create responsive prototypes as well as infographics, icons, illustrations, and short-form animations.
- I have advised on Figma best practice, Design Systems, Research and UX Strategy to enhance products and workflows.

DESIGN CONSULTANT at SOUL SURF SCHOOL

• 03/2024 – 07/2024 • OAXACA

UX Design to boost bookings & encourage return customers by adding lesson-scheduling and payment flows to the site.

LEAD UX/UI DESIGNER at SKILLERJOBS

• 08/2023 – 02/2024 • ZAVENTEM

The Belgian recruitment platform integrates Generative AI and LLMs to match hiring companies with top candidates.

- Led product discovery workshops, competitive analysis, and user research (interviews, mindsets, scenarios).
- Defined and designed the MVP (Minimum Viable Product) prototypes, live testing and iterating with real users.

LEAD UX DESIGNER at WE ARE AMPLIFY

• 08/2023 – 09/2023 • LONDON

- Crafted a touchscreen game which matches the world's No.1 Kimchi products with new customers' unique personalities.
- Won 4 international awards: Best Pop-up Experience, Best Exhibition, Best Food Experience, and Best Pop-up Store.

Achievements: 5,000 attendees at sold-out event. 97% of attendees would now purchase Jongga. 27% consideration uplift. 15.7% Instagram influencer engagement rate. 244 Million+ media and news impressions. 7.5 Million social impressions. 9 Million views of Instagram influencer content. 10 Million+ views of TikTok influencer content (not including influencers).

UX LEAD at OGILVY

• 11/2022 – 02/2023 • LONDON

- Covered Research, UX, Web and Mobile Design towards the launch of new products and services into global markets.
- Supported the Director of UX Strategy and the Head of UX, while overseeing junior and mid-weight designers.

Rolls Royce: Initial UX and written requirements for new £5b ClimateTech Fund's website / online learning portal – UK, US.

McCarthy Stone: In-person contextual inquiry and call centre interviews to inform the current-state service blueprint – UK.

Nestlé: Client Presentation and Conversational UX for the chatbot of a customer rewards program – Malaysia, Brazil.

TikTok / Unilever: Web landing pages for the Social Media campaign of the two brands' climate pledge – Canada.

SENIOR PRODUCT DESIGNER UX/UI at PwC

• 07/2021 – 01/2022 • LONDON

- Joined a globally-distributed Product / Dev team to design an AI-powered financial data platform and app integrations.
- Defined UX and final UI assets needed to meet business requirements, along with Product Managers and Head Engineers.
- Led User Research initiatives, from scoping and briefing to conducting interviews and moderating usability tests.
- Facilitated Affinity Mapping workshops and presented User Research insights back to senior internal stakeholders.
- Sketched and prototyped new ideas, while improving existing features and growing the Design System.
- Organised a company trip to unite Agile development team members, AI and Database subject matter experts.
- Interviewed and short-listed Senior Product Design candidates for the Head of UX and Service Design to grow the team.

UX DESIGN CONSULTANT at BRANDLAW

• 03/2021 – 06/2021 • REMOTE

Audited and made UX recommendations for a B2B and B2C LawTech start-up's web application.

UX LEAD at IMMEDIATE MEDIA

• 07/2019 – 09/2020 • LONDON

As UX Lead of the 'ACT' workstream (Ads, Commerce, Registrations and Subscriptions), I led a team of 4 designers. An evolution from my previous role of UX Architect, where I led UX and a UI Designer for the 'Bazinga' innovation team.

- **BBC Gardeners World:** Created a personalised AI Gardening app – User Research, MVP prototype design and testing.
- **BBC History Extra:** Audited, redesigned, optimised Subscription, Authentication and Checkout flows pre-launch in the USA.
- **BBC brands:** Launched 'Single Sign On' feature after designing, prototyping, conducting research and Usability-testing.
- **BBC History Extra:** Redesigned Product Selection, Subscription and Checkout flows; added back-end editorial features.
- **Olive, Bike Radar, Radio Times:** Generated & tested concepts that reduce ads while maintaining revenue for the business.
- Briefed and collaborated with the Data (A/B testing, Machine Learning), Insights (surveys), Marketing and Legal teams.

UX/UI DESIGNER at VARIOUS CLIENTS

• 03/2019 – 06/2019 • LONDON

- Techrelate: Applied UX best practice, redesigned, built and launched a website for the London based B2B IT company.
- Sybil Says: Designed, built and launched a responsive website for the London based B2B Digital Marketing consultancy.
- The Green Building Council South Africa: Created custom UI graphics, icons for the website members' online dashboard.

UX DESIGNER at OCTOPUS

• 07/2018 – 02/2019 • LONDON

- **Octopus Venture Capital:** Conducted Research, UX and UI Design for the launch campaign of a UK-US business report.
- **Octopus Group (Healthcare Fund):** Advised on Service Design, UX Design and redesigned the responsive website.

Activities: Project canvas, surveys, desk research, workshops, sketching, wireframes, iterative prototypes, competitive and data analysis, scenarios, card-sorting, information architecture, UX writing, customer journeys, lean canvas, and user flows.

UX DESIGNER at LAUNDRYHEAP

• 09/2017 – 10/2017 • LONDON

- Clarified the online booking journey, applying a Mobile-First approach and the Double-Diamond method.
- Improved the overall experience through clearer messaging, Information Architecture and integrating Accessibility.
- After implementing our UX suggestions on their web and mobile apps, Laundryheap increased conversion across EMEA.

UX DESIGNER at GENERAL ASSEMBLY

• 08/2017 – 11/2017 • LONDON

- Enhanced Norwegian Air app with in-flight activities which bring value to passengers beyond the flight.
- Developed an eCommerce feature which matches gifts and toys to customer budgets and children's personalities.
- Created a parking app to help drivers find, book and park in congested areas of central London.

EARLIER CAREER HISTORY

HEAD OF DESIGN + ART DIRECTION

DESIGN DIRECTOR

SENIOR GRAPHIC DESIGNER

GRAPHIC + WEB DESIGNER

at WFS FINANCIAL

at TWIST CONSULTING

at WOOLWORTHS

at Clients below...

• 2012 – 2013 • CAPE TOWN

• 2011 – 2011 • BRUSSELS

• 2010 – 2011 • CAPE TOWN

• 2008 – 2018 • INTERNATIONAL

HSBC Global, International Chess Olympiad, Bill and Melinda Gates Foundation, University of Cape Town (UCT), Cape Town Music Industry Commission (CapeMIC), Kastner and Partners, Women's Rights International (AWID), Green Building Council, Equal Education / Amazwi Wethu, International Conference on Mobility in Africa, SSP Food Travel Experts.

EDUCATION

2017 – GENERAL ASSEMBLY London

2012 – CONSTRUCTUS MASTER CLASS

2006 – AAA SCHOOL OF ADVERTISING

Certificate: User Experience Design Immersive

Diploma: Entrepreneurship in the Creative Industries

Degree: Bachelor of Arts (BA) Integrated Marketing, Visual Communications

AWARDS

2024 – CAMPAIGN UK Awards:

2024 – EVENT MARKETER, EX Awards:

2006 – LOERIE Awards:

2006 – SAPPI Awards:

Best Pop-up Experience • **Best** Exhibition • **Best** Food Experience • UK

Best Pop-up Store, all for "Jongga Flavourverse" • USA

Best Packaging Design, for "Foosfan" • South Africa

Merit Packaging Design, for "Foosfan" & "La Habanera" • South Africa