

PROFESSIONAL SUMMARY

Senior Designer with 10+ years driving measurable business impact through user-centred design for platforms reaching 100M+ audiences across Government, Fintech, AI-powered systems, and consumer products. Proven expertise translating research into high-fidelity prototypes that improve adoption, conversion and customer retention. Skilled in Product strategy, stakeholder management and cross-functional collaboration. Committed to elegant design solutions and inclusive user experiences with positive effects on daily life.

Core Skills: UX Design • UX Research • UI Design • Usability Testing • Accessibility standards • Prototyping • Design Systems

Tools: Figma • Sketch • Adobe Creative Suite • Miro • Canva • Atlassian • WordPress • Zeplin • Basic HTML and CSS

Languages: Native English • Bilingual French • Beginner Spanish

CAREER EXPERIENCE

DESIGN CONSULTANT at THE COUNCIL OF THE EU

• 08/2024 – Present • REMOTE / BRUSSELS

Consulting through Netcompany for the Council of the European Union's website and Social Media Channels:

- I lead the complete redesign of the *Alerts and Subscriptions* journey, which encompasses complex digital products that serve 75,000+ subscribers and manage 100+ newsletters in all 24 languages of the European Union.
- Working across the full project lifecycle: I conduct user interviews, concept validation and usability testing; I collaborate with in-house researchers, webmasters, and development teams; I drive iteration from ideation sketches and user flows through to scenarios and high-fidelity prototypes, making clickable versions and interactive demos where needed.
- I advise on Figma best practice, Design Systems, Research, UX Strategy and UI design to enhance products and workflows.
- I create responsive and accessible interactive prototypes, as well as infographics, icons, illustrations, and animations.

DESIGN CONSULTANT at SOUL SURF SCHOOL

• 03/2024 – 07/2024 • REMOTE / OAXACA

- Added lesson scheduling and checkout flows to increase direct bookings from new and returning students on the website.

LEAD UX/UI DESIGNER at SKILLERJOBS

• 08/2023 – 02/2024 • REMOTE / ZAVENTEM

- Led UX Discovery and Minimum Viable Product design for AI-powered job-matching flows, helping recruiters move from generic job boards to targeted, pay-per-applicant campaigns, improving candidate quality for early adopter clients.
- Collaborated with founders to translate the "don't search, be found" value proposition into an intuitive candidate and recruiter journey, increasing completed profiles and job ad creation on the platform.

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 global Product Development team to design an Artificial Intelligence (AI) powered financial data platform.
- 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 selected Senior Product Design candidates for the Head of UX and Service Design to review.

UX DESIGN CONSULTANT at **BRANDLAW**

• 03/2021 – 06/2021 • REMOTE

- Delivered 10+ actionable UX recommendations and an implementation roadmap for the founders to improve onboarding.

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, Web DESIGNER for **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 SA: Created custom UI and icons for the members online portal, specifically the 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. **Outcomes:** Delivered comprehensive service design roadmap adopted by leadership; supported market expansion strategy with evidence-based UX recommendations.

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.

Achievements: Laundryheap secured a £2.9m venture capital investment in 2017, after three years of bootstrapping. The startup has become the world's largest on-demand laundry and dry-cleaning platform operating in 10+ international markets, supporting 300%+ year-on-year growth.

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 at Woolworths Financial Services (2012–2013) | **Design Director** at Twist Consulting (2011) | **Senior Graphic Designer** at Woolworths (2010–2011) | **Graphic and Web Designer** (2008–2018) for 15+ clients including HSBC Global, Green Building Council, Women's Rights International, University of Cape Town, Cape Music Industry Commission, International Conference on Mobility in Africa, Barrett's Ridge Beer Bread.

EDUCATION & AWARDS

Jul 2017–Oct 2017: Certificate: User Experience Design Immersive. General Assembly, London.
 Nov 2012–Dec 2012: Diploma: Entrepreneurship in the Creative Industries. Constructus Master Class.
 Jan 2003–Dec 2006: Degree: Bachelor of Arts, Integrated Marketing, Visual Communications. AAA School of Advertising.

2024 – 3x Awards by Campaign UK: Best Pop-up Experience, Exhibition, Food Experience for 'Jongga Flavourverse' (UK).
 2024 – Award by Event Marketer EX: Best Pop-up Store, for 'Jongga Flavourverse' (USA).
 2006 – 2x Awards by SAPPI: Packaging Design for 'Foosfan' and for 'La Habanera' (South Africa).