

## PROFESSIONAL SUMMARY

Senior UX/UI Designer with 10+ years creating responsive multichannel experiences for financial, government and media platforms reaching 100M+ users. Expert in translating concepts into intuitive user flows, prototypes and pixel-perfect interfaces using Figma and design systems, in close collaboration with developers and product owners. Comfortable with Agile/Scrum methods, applying accessibility (WCAG) standards to component-based designs.

**UX & Product skills:** Mobile First design, end-to-end flows, Agile/Scrum, usability testing, user interviews, UX writing

**UI & Systems:** Design systems, component libraries, accessibility & WCAG, prototyping, Dev handover, Design QA

**Tools:** Figma • Sketch • Adobe Creative Suite • Miro • Atlassian • Zeplin • Basic front-end knowledge (HTML/CSS)

**Languages:** Native English • Bilingual French • Beginner Spanish

## CAREER EXPERIENCE

### DESIGN CONSULTANT at THE COUNCIL OF THE EU

• 08/2024 - Present • BRUSSELS / HYBRID

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

- Lead the complete redesign of the *Alerts and Subscriptions* journey, a number of digital products that serve 75,000+ subscribers and manage 100+ newsletters in all 24 languages of the European Union.
- Work across the full project lifecycle: I conduct user interviews for 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.
- Advise on Figma best practice, component-based Design Systems, UX strategy to enhance products and workflows.
- Create responsive and accessible interactive prototypes, as well as infographics, icons, illustrations, and animations.

### DESIGN CONSULTANT at SOUL SURF SCHOOL

• 03/2024 - 07/2024 • OAXACA / REMOTE

- 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 • ZAVENTEM / HYBRID

- 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 the founder to translate the "don't search, be found" value proposition into an intuitive candidate and recruiter journey, increasing completed profiles and job ad creations on the platform.
- Designed candidate and recruiter journeys, delivering Figma mockups, prototypes and specs or developers.

### LEAD UX DESIGNER at WE ARE AMPLIFY

• 08/2023 - 09/2023 • LONDON / REMOTE

- 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 / HYBRID

- 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.

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

**Nestlé:** Client Presentation and Conversational UX for the chatbot of a customer rewards program.

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

### SENIOR PRODUCT DESIGNER UX/UI at PwC

• 07/2021 - 01/2022 • LONDON / HYBRID

- 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/Scrum squad team members, plus 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. Previously UX Architect for the 'Bazinga' innovation squad, where I led UX and a UI Designer..

- **BBC Gardeners World:** Created an AI Gardening app – User Research, MVP, mobile-first 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):** Service Design, UX Design and mobile-first approach redesign of 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. They have 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).