

PROFESSIONAL SUMMARY

Senior Product Designer / UX Lead with more than 15 years designing complex web and mobile products for fintech, media and public-sector clients. I lead end-to-end product discovery, UX research, workshops and iterative UI, partnering with multi-level stakeholders and cross functional team members to ship outcomes, not just screens. Recent work includes EU/institutional websites and subscriptions. My recent focus has been on experimenting with AI-assisted workflows.

UX skills: End-to-end, journeys, flows, service blueprints, user interviews, personas, usability testing, competitive analysis.

UI & Systems: design systems, component libraries, responsive UI, accessibility (WCAG 2.2), dev handover, Design QA.

Collaboration: workshop facilitation, design sprints, stakeholder management and cross-functional teamwork.

Tools: Figma • Adobe CC • Miro • Jira • Confluence • Basic HTML/CSS

AI Tools: ChatGPT • Perplexity • Figma Make, Loveable, and Google Stitch

Languages: Native English • Bilingual French • Beginner Spanish

CAREER EXPERIENCE

DESIGN EXPERT/CONSULTANT at **THE COUNCIL OF THE EU** • 08/2024 - 03/2026 • BRUSSELS / HYBRID

- Owned the end-to-end redesign of alerts and subscription journeys serving 75,000+ subscribers across 100+ newsletter products in 24 languages, from discovery to dev handover.
- Planned user interviews, moderated usability tests (remotely and in-person) to validate new onboarding, product selection and preference settings journeys.
- Translated yearly EU survey results into actionable insights for roadmapping, through affinity mapping workshops.
- Created responsive, accessible prototypes and collaborated closely with developers for implementation.
- Improved existing / contributed new components and patterns to the Council's Design System, in Figma.
- Created various visuals for the Council's website and social media channels (collages, infographics, icons, animations).
- Communicated with senior stakeholders, problem-solved and found solutions around operational and policy constraints.
- Tested use cases for a generative-AI assistant tool.

DESIGN CONSULTANT at **SOUL SURF SCHOOL** • 03/2024 - 07/2024 • OAXACA / REMOTE

- Designed lesson scheduling and checkout flows to add to the website, and to encourage direct bookings online.
- Experimented with Loveable, an AI-assisted design tool, to produce UI screens and UX copy.

LEAD UX/UI DESIGNER at **SKILLERJOBS** • 08/2023 - 02/2024 • ZAVENTEM / HYBRID

As Lead Product Designer for an early-stage AI-powered job-matching platform:

- Owned the MVP from concept through research, flows and Figma prototypes, working directly with the founder and devs.
- Workshopped the value proposition and tested ideas for increasing completed profiles and job ads on the platform.
- Designed mobile-friendly candidate and recruiter journeys, balancing quick onboarding with rich profile data.

LEAD UX DESIGNER at **WE ARE AMPLIFY** • 08/2023 - 09/2023 • LONDON / REMOTE

- Crafted and prototyped a touchscreen game that matches the world's No.1 Kimchi products to customers' personalities.
- Work contributed to winning Best Pop-up Experience, Best Exhibition, Best Food Experience, and Best Pop-up Store awards.

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

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 climate-tech 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-assisted gardening mobile app concept: research, MVP, prototype, usability 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

- Improved mobile booking journey for LH's consumer app and website, using mobile-first and Double Diamond approach.
- Clarified the messaging, information architecture, and integrated solutions to meet accessibility standards.

Achievements: Laundryheap secured a £2.9m venture capital investment that same year. They became the world's largest on-demand laundry and dry-cleaning platform operating in 10+ international markets, supporting 300%+ growth YoY.

UX DESIGNER at GENERAL ASSEMBLY

• 08/2017 – 11/2017 • LONDON

- Enhanced Norwegian Air native 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' consumer mobile app to help drivers find, book and park in congested areas of central London.

EARLIER CAREER HISTORY

• 01/2008 – 11/2013 • LONDON, BRUSSELS, CPT

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.

EDUCATION

Feb 2026–Mar 2026: **Figma premium training:** advanced prototyping and design systems. Courtesy of EU COMMISSION.
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. CAPE TOWN.
Jan 2003–Dec 2006: Degree: BA Integrated Marketing, Visual Communications. AAA School of Advertising. CAPE TOWN.