

## Personal summary

I **lead projects from inception to execution** - driving collaboration and designing **using systematic thinking** for banks, utilities, biotech, gov and telecoms. I'm an experienced consultant product designer specialised in UX and bridging the gap between design and development teams. **Competent in accessibility and modern development (React.js proficient)**. Enthusiastic about leveraging my experience to contribute to innovative projects and drive user-centred solutions. I find joy in producing great looking and feeling designs that work! Experienced with a strong background in creating user-centric interfaces across various industries in consultancy and in-house roles.

I am dedicated to driving change for the better, **regularly coaching and training** both client and internal staff, as well as contributing to initiatives for strategy and **fostering a people-first and enjoyable work culture**.

## Experience highlights



### AND Digital • Senior User Experience Designer • October 2019 - Present

Solving unique and complex problems to delight both users and clients as a consultant. **Established and coordinate** the design community of practice. **Appointed as People Champion** to support employee engagement and wellbeing initiatives.



### Oxford Nanopore Technologies • Senior Software Designer (Consulting via AND Digital) • December 2023 - Present

Led delivery of time-sensitive features alongside **strategic, scalable design solutions**. Owned the **end-to-end design of products in regulated software environments**, establishing robust design standards, reusable UI patterns, and modular component libraries to ensure consistency, efficiency, and cross-platform scalability. Released **121 components, 37 styles, 161 variables, 1k imports a week**.

- **Drove design system and pattern library development and implementation**, establishing design consistency across multiple platforms and devices. Enabled rapid, reusable patterns that focused on solving complex UX challenges rather than rebuilding components.
- **Created alignment across platforms and user journeys**, enabling consistent user experiences and reducing development re-work.
- **Evolved the design handover process and standardised format and team practices**, leading to improved project delivery, higher design quality, and better consistency.
- **Developed product roadmaps and design backlogs** that aligned; product, development, and design teams around shared priorities.



### Lloyds Banking Group • Senior UX Designer (Consulting via AND Digital) • June 2022 - May 2023

Designed Mortgage Calculator and Appointment Booking services - allowing an **up lift of +5.38% conversion** to complete calculations - indicative to **£12.85m benefit p.a.** Part of Lloyds' first integrated online mortgage journey **enabling over 200,000 users per week** to check their affordability and allowing users to complete their entire mortgage process seamlessly. Collaborated with the mortgage broker product team to **modernise B2B user journeys**, bringing broker experiences up to current standards.

- **Owned end-to-end design of two critical user journeys**, ensuring seamless integration with the broader mortgage platform.
- **Optimised for users managing mortgages on-the-go**, implementing mobile-first design approach based on user behaviour metrics.
- **Met strict accessibility standards and financial services compliance requirements** while maintaining consistency across two brand systems (Halifax Bank and Lloyds).
- **Prioritised feature backlog for future development** by service-mapping Broker Product Transfer journeys and identifying pain points.
- **Successfully rebranded** and provided **incremental releases for B2B journeys** - enabling an MVP approach that delivered quick wins..



More experience on page 2

## Education

**First Class Honours - Interactive Multimedia** • University of Huddersfield  
**Awarded for outstanding academic performance** - Best Dissertation in Year

## Key skills

**Tools and technologies:** Figma, Adobe Creative Suite, GovUK Prototype Kit, Jira, React.js, HTML, CSS, JavaScript, JSS, Utility Classes, Styled Components.

**Design and research skills:** UX Design, UI Design, User Research, Usability Testing, Guerrilla Testing, Group Study Sessions, Wireframing, Prototyping, Information Architecture, Design Systems, Mobile-First Design, Responsive Design, Accessibility (WCAG), Service Design, Process Mapping, Presentation, SaaS software design.

**Methods:** Design Thinking, Design Sprint Facilitation, Workshop Facilitation, Requirement Writing, Stakeholder Management, Agile, Sprint Ceremonies.

## More experience



**British Airways – International Airlines Group • Product Designer (Consulting via AND Digital) • November 2023 (Short term contract)**

Led discovery, ideation and design – allowing **199% increase in digital roster access for 14,000+ cabin crew**. The work helped **secure a major contract with IAG** – contributing significant revenue to AND Digital.

- Conducted interviews and facilitated group study sessions to understand challenges and user needs.
- Delivered minimal testable prototypes and MVP designs that addressed core usability issues in timeline, calendar, and print views.
- Significantly improved accessibility and intuitiveness by implementing understood design patterns and plain English content..
- Resolved cabin crew frustrations and confusion through improved messaging and error handling.



**Sky UK • UI Designer (Consulting via AND Digital) • May 2023 – November 2023**

**65% of customers now use the new online digital service** to move home with Sky products. I delivered service-centric designs for the Home Move customer journey, helping **over 2000 customers per week** while identifying strategic upgrade and sales opportunities.

- Worked closely with a multidisciplinary team of UX and content designers to enhance the home mover experience, collaborating on UX reviews, wire-framing solutions, and mapping user journeys before taking forward designs for UI finalisation and development handover.
- Established clear design versioning and sign-off processes, enabling stakeholders to review and approve design work efficiently and push incremental releases.
- Balanced service-first customer experience with business objectives, ensuring home movers received supportive guidance whilst being offered upgrade opportunities aligned with their family's needs.
- Used data to map personalised upgrade and sales opportunities for different customer journeys, integrating revenue opportunities into the service experience.



**Department for Education • Interaction Designer (Consulting via AND Digital) • December 2021 – June 2022**

Led design to **improve referral efficiency** by providing professionals with **quality data to enable better decision making**. A Beta project – creating a national referral for care service, working within UK Government Digital Service framework to standardise referrals.

- Established critical user needs and data requirements that informed project viability and direction by conducting research into existing referral solutions across local government.
- Coded working prototypes using the GovUK Prototype Kit, enabling stakeholder testing to validate different approaches for teachers, caregivers, guardians, and service providers.
- Created a cohesive national process aligned with Gov.uk Design System and standardised data collection that could support automated decision-making by utilising research data from local authority approaches to inform designs.
- Maintained comprehensive sprint logs that became the primary evidence base for project assessment and strategic recommendations.



**Scottish Widows – Lloyds Banking Group • Front end engineer (Consulting via AND Digital) • May 2021 – August 2021**

Coded in React with TypeScript and Styled Components, heavily focused on form creation, validation and unit testing. This was my last major front-end role, remotely collaborating to create a Pensions Management system for internal Scottish Widows operations.



**Yorkshire Water • UX/UI designer and engineer (Consulting via AND Digital) • February 2021 – May 2021**

Delivered **£1m/year in licensing cost savings** by designing and building a **mobile-first, B2B field tool** in Adobe XD and React with TypeScript. Enabled **real-time photo and data capture** to monitor water network issues and track subcontractor job statuses.

- Pioneered implementation of Yorkshire Water's new brand guidelines, becoming the first designer to translate the updated visual identity from brand guidelines and customer-facing website into b2b and internal facing solutions.
- Conducted comprehensive multi-week design sprint, incorporating stakeholder onboarding to thoroughly understand client requirements, user needs, and regulatory compliance.
- Created both internal and external interfaces ensuring alignment with user experience, business objectives, and legislative requirements.
- Played a key role in the first AND Digital team to engage with Yorkshire Water, establishing foundational relationships that led to a long-term partnership.



**Kirklees Council • May 2016 – May 2018**

Led on front-end, design and usability testing for accessible government websites; designing digital services, partner and citizen accounts, and delivering top of class standards in accessibility – awarded a full four star rating by SOCITM's Better Connected testing.

**UX Engineer and Digital Services Designer • May 2018 – October 2019**

**Front end internship • May 2016 – May 2018**