

Designer | Coder | Strategist

The rare mix of designer, developer and strategist wrapped into one. With in-house, agency and personal experience, I have worked on projects and with clients from all levels, helping to give insight and remove friction from journey and service.

My eye for detail, creative flare, extensive coding knowledge and wealth of experience have led me to work on award winning projects including E.ON, The Army, Met Police, Viacom, Bourne, RBS, Refinitiv, Hilti, Dantons, easyJet, DHL and Barclays.



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Freelance

Oct 2020 - **Current**

Clients – April6 – Mavericks – Tonic – TBWA – L'Oréal

Tonic – Product Design/UX/Digital Strat/

Oct 2020 - Current

Providing Technical direction, development and design to digital projects. Recent clients include SSCL, Fifa, Curry's, easyJet, Havering Council, Lanza, Imperial. Duties include managing digital development, UX design for specific executions and service design for project direction from a technical design point of view.

L'Oréal – Email dev/Digital design

Sep 2021 - Aug 2022

Identifying, designing and building email triggers for L'Oréal brands, including; YSL, Lancome, Armani. Using CRM best practices, I identified gaps within their current customer retention processes, then designed and built the html. L'Oréal's brands have different requirements, look and feel but many of the same customers. Meticulous effect was given to arrange and design the triggers to not overwhelm users and encourage sales

Mavericks – UX/UI

Oct 2020 - March 2021

Design and build of DHL's careers website. Working with their templated CMS I evaluated available features and modules to build out each page. As modules were fixed, UX decisions were applied and tested directly on-page, extending their capabilities to create a usable, bespoke and accessible website.

April6 – UI designer/Digital designer

Oct 2020 - Aug 2021

Working with several different car manufacturing clients including Distrigo, Scania and Skoda. Work included print ads, social media assets, video animation, html5 banners and email templates.

Previous permanent roles

Tonic Agency – Technical Lead

Nov 2016 - October 2020, London

Radiocentre – Senior Digital Designer

June 2014 - March 2016

Fitpro – Web Designer

Nov 2012 - June 2014

Yell Group – Product Designer

Sept 2010 - Nov 2012

Education

Bachelor of Arts: Creative Advertising – 2010, University of West London

Skill Highlights

UX/UI / Digital Strategy / Creative design / Project management / Video editing/ animation / Front end / CMS / Wordpress dev / Email / SEO / Analytics

Dev

HTML
CSS
jQuery
PHP
Wordpress
AI Prompt engineering

