

Profile

- A highly experienced UX/UI product designer with over 8+ years industry experience, with a proven track record at one of the UK's top digital marketing agencies, as well as luxury retail e-commerce.
- Specialising in B2B, B2C website and e-commerce platform design, encompassing design systems, accessibility, user research, usability/user testing, wireframing, CRO, and personalisation.
- Experienced in building complex, scalable design systems. Demonstrated success in improving user experiences and conversion rates through A/B testing, analytical methods, and UX metrics.
- Strong understanding of art, video and photography direction and brand development.
- Collaborative approach to cross-functional teams, aligning design solutions with commercial goals and digital marketing strategies, including SEO, PPC, and creative social campaigns.

Experience

UX/UI Product Designer
Watches of Switzerland Group
Sept. 2019 - Present

- Led the design and implementation of a new multi-channel design system in Figma for the Watches of Switzerland Group. This ensured consistent alignment across the Group's branded facias.
- Delivered multiple user-centered designs in collaboration with front-end developers, ensuring seamless interface implementation across multiple device types. **Such as a new checkout experience, new store finder experience and store details template.**
- Managed design projects for luxury brands such as Rolex, Cartier, Breitling TAG Heuer & OMEGA, while working closely with marketing and merchandising teams.
- Enhanced the user journeys and improved the overall UX and UI across Watches of Switzerland Group branded facias, driving improved user engagement. **Examples include the tidying of facets and filters to allow improved readability and usability for clients looking for certain colours, materials and sizes of watches and jewellery.**
- Improved CRO and personalisation metrics for users which aligned with business goals and strategies. Measured and recorded via A/B split testing, usability testing and surveys in Monetate, UserTesting, Contentsquare and Baymard. **For example, a PDP recommendation strategy test resulted in a 24.18% increase in 'add to bag' actions, totalling £492,485 in additional revenue over 35 days.**

UX/UI Designer
Hallam Agency
Oct. 2017 - Sept. 2019

- Collaborated with designers and the Creative Director to develop UX wireframes, prototypes, and high-fidelity UI designs for client and internal presentations.
- Led UX workshops for new and existing clients. **Examples of clients include Cadent Gas, Rational, Nottingham Girls' High School, Speedo, Nottingham Trent University and Spengle.**
- Implemented component-based design systems for high-impact UX/UI across B2B, B2C, lead generation, marketing, and e-commerce WordPress websites.
- Directed art initiatives, including creative research, mood board creation, video/photography briefs, and style guide development. Designed creative concepts and landing pages, and produced assets for digital marketing campaigns.
- Worked closely with design and development teams to create website layouts, manage content, and organise information architecture.
- Managed client change requests, conducted QA and cross-browser testing, and provided WordPress support and training.

Education

Leeds Metropolitan University
2009-2012

- BSc (Hons) Music Technology (2:1)

Trent College Independent
School & Sixth Form
2002-2009

- A-Levels: Music Technology, Business Studies, Geography, IT | GCSEs (8x) incl. English, Maths, Science

Skills

Tools	Interaction	Visual	Technical
Figma	Contentsquare	Moodboards	HTML & CSS
Adobe Suite	Slack/Microsoft Teams	Storyboards	WordPress CMS
Google Suite	Baymard Institute	Videography briefs	WooCommerce
Monetate Personalisation	Attract/Fredhopper	Photography briefs	SAP Commerce
Google Analytics		Art direction	Version control (Git)
UserTesting.com		Style guides	Information architecture
JIRA/Atlassian		Brand guidelines	Accessibility (WCAG)
HotJar		Design systems	Agile/Scrum