



## Education

### Professional Diplomas

User Experience Design, 2021  
Digital Marketing, 2014

### Bachelors Degree (Hons)

2.1 Computer Science (Systems  
Analysis & Design / HCI), 2002

### A-Levels

Philosophy  
Economics  
Media Studies

### Other

Investment Management Cert.  
Yoga Therapy Training  
Landmark Education level I & II

## Skills

### Design

Concept Evaluation  
Design Workshops  
High / Low Fidelity Prototyping  
Information Architecture  
Service Design Blueprints  
Story Boarding  
User Flows  
Wireframing

### Research

Affinity Diagrams  
Competitive Analysis  
Contextual Inquiry  
Customer Experience Journey  
Mapping / Benchmarking  
Strategy & Envisioning  
Workshops  
Surveys  
Usability Testing  
User / Stakeholder Interviews

### Marketing Strategy

Audience Segmentation  
Data-Driven Marketing  
Lead Generation  
Engagement & Retention  
Content / SEO / PPC  
Social Media  
Website Development  
Analytics  
Branding

### Tools

Figma / Axure / Sktech  
InVision / Miro  
Adobe CC / Canva  
JIRA  
Mailchimp  
Wordpress  
Adobe / Google Analytics

### Collaboration

Agile  
Scrum

## Experience

### Freelance

UX Designer | Product Design Consultant Jul 2019 - Present  
Currently designing user-centred digital solutions for Liberty Health, a women's health education platform. Following test and learn approach to improve customer experience across digital touchpoints. Developing user flows and journeys with a cross-functional team across B2B and B2C platforms. Recently completed new service design, customer journey and digital touchpoints for [holisticfamilymediation.co.uk](http://holisticfamilymediation.co.uk).

### Palladium Digital (STC)

UX Consultant May 2019 - Jul 2019  
Assessed existing customer journey and marketing ecosystem for [optionis.co.uk](http://optionis.co.uk). Conducted qualitative research and workshops. Delivered recommendations for improved customer experience, lead generation and longer term product strategy to key stakeholders.

### Sabbatical

Peru - Thailand - India Sep 2018 - May 2019  
Taking the timely opportunity to 'global school' children aged 5 and 8.

### Unilever

Transformation Lead (Global PRM) Aug 2017 - Sep 2018  
Facilitated cross-discipline sessions, helping to embed Adobe DMP and data-driven strategy across global Hair category. Mapped customer journey to expose need states, pain points and brand / SKU opportunities. Developed data taxonomy / tagging for information architecture of [allthingshair.com](http://allthingshair.com).

### Promedica24

Marketing Transformation Lead Oct 2015 - Aug 2017  
Led multi-channel marketing strategy for [promedica24.co.uk](http://promedica24.co.uk), embedding new Wordpress sites across 18 Franchises. Reported to CMO. Accountable for budgets, led a team, directed creative, design, digital and PR agencies.

### Creation Agency (STC)

Social and Digital Strategist May 2015 - Oct 2015  
Created and oversaw execution of omni-channel marketing campaigns for IBM's managed-service providers using Salesforce and Pardot. Consistently achieved objectives of lead generation through lifecycle lead management.

### Opticall

Product Design Lead | Marketing Strategist Jul 2010 - May 2015  
Spearheaded design of PHP web-based application for NHS home-visiting opticians, [opticalleyecare.co.uk](http://opticalleyecare.co.uk). Led conceptual workshops, gathered research and used insights to produce tangible outputs including, low fidelity designs, task flowcharts, interaction designs and wireframes. | Led go-to-market strategy for B2B and B2C markets. Managing all agencies.

### Barings

Product Marketing Manager Nov 2007 - Mar 2009  
Delivered user-centred content for 19 trust funds and ISA's to private investors. Produced and managed content inline with FSA guidelines.

### JPMorgan (STC)

Marketing Manager Nov 2006 - Mar 2007  
Worked alongside investment managers to produce marketing reports and core literature for fixed income and global equities investment products.

### Allianz

Marketing Executive Oct 2004 - Oct 2006  
Supported European marketing team to deliver key features documents and marketing updates to both private and institutional investors.

### SunGard

Product Marketing Executive Nov 2003 - Oct 2004  
Produced technical pre-sales documentation, RFPs and RFIs for prospects of complex financial technology solutions, translating features into benefits.