

A versatile UX designer and digital lead with 10 years of experience in creating clear, user-centred digital products. Expert at bridging the gap between complex business requirements and simple, functional interfaces. Proven track record in large-scale Agile environments, designing SaaS platforms, and leading end-to-end web builds across HubSpot, SharePoint, and custom CMS frameworks.

CORE SKILLS

UX/UI Design: Wireframing, Prototyping, Interaction Design, Usability Testing, Heuristic Evaluation, Accessibility Compliance (WCAG), Component Library Management, User Persona Creation, UX Content Writing

Web Development: HTML5, CSS3, CMS Management (WordPress, Terminalfour, HubSpot, SharePoint), Responsive Design, SEO Optimisation, Cross-browser Testing, Front-End Frameworks (Bootstrap)

Process and collaboration: Agile Environment, Stakeholder Management, A/B Testing, Data Analysis, Project Lifecycle Management, User Journey Mapping

EXPERIENCE

Zircom • 2 years 9 months

Digital Product Lead / 1 years 5 months

August 2024 - Present - Birkenhead

Zircom is a specialist B2B marketing agency delivering digital strategy and content for global brands, primarily within the energy and automotive sectors.

- **UX/UI Leadership:** Lead the design and delivery of all client projects involving interfaces for responsive websites, AR/VR experiences, interactive digital signage and more.
- **Creative Direction and Quality Control:** Responsible for overseeing the workload and output quality of a small design and development team. I ensure all work, such as email marketing and web development, meets brand guidelines, accessibility standards and specific client briefs.
- **Web Frameworks:** Oversee the development of complex websites, including specialist builds within HubSpot and SharePoint environments.
- **Independent Execution:** Conduct end-to-end UX research and design for specialised projects, including interactive digital signage and native applications.

Account Manager / 1 years 4 months

May 2023 - August 2024 - Birkenhead

- **Strategic Growth:** Managed key accounts for multinational energy and automotive brands, identifying opportunities to integrate UX/UI and web design services into their marketing activity.
- **Project oversight:** Managed day-to-day client relationships and supported the delivery of web projects from landing pages to full-scale builds.

EXPERIENCE (CONT)

University of Liverpool

Web Developer - 5 years, 2 months

February 2018 - March 2023 - Liverpool

- **Web Development:** Responsible for maintaining and updating sections of the University's global website using Terminalfour CMS
- **Microsite Delivery:** Designed and developed multiple independent microsites for event promotion, educational purposes, and departmental hubs.
- **Specialist UX projects:** Led the UX/UI design for risk-analysing applications, including a "Digital Twin" for nuclear safety and infrastructure modelling tools for dam failure in Brazil.
- **UX Content Writing:** Translated dense academic and technical research into accessible, plain-English content, ensuring information was understandable for users without high-level academic backgrounds.
- **User Hub Creation:** Managed the end-to-end creation of new web resources, designing them to function as both public promotional tools and a hub for internal researchers.

The Claims Guys

Desktop Publisher - 1 year, 3 months

November 2016 - January 2018 - Altrincham

The Claims Guys was the UK's largest claims management firm processing high volumes of financial remediation cases.

- **Process Design:** Simplified complex legal claims processes as much as possible, whilst maintaining a strict legal framework, into a clear step-by-step series of postal documents.
- **UX Conversion:** Refined document layouts to reduce user error, resulting in a response rate increase from 10% to 25% and an end-to-end completion rate increase from 3% to 5%.

NatWest Group

Loan Analyst - 1 year

November 2015 - October 2016 - Manchester

Reviewed historical business and personal loan cases to ensure accurate evaluations and calculate any required remediation.

EDUCATION

Google UX Design Professional Certificate

Self-directed learning covering the end-to-end UX process: empathy mapping, wireframing, high-fidelity prototyping, and usability studies.

2023

BSc (Hons) - IT with Business Studies

Dissertation (1st class): 'How psychological theory can be used to influence web user behaviour'

Placement Year: Completed a year long marketing and digital content placement at Dig Deep, an international development charity.

2:1 - Sheffield Hallam University

2012 - 2015

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