

I am a versatile UX/UI designer with a long-running interest in creating clear, user-centred experiences. My interest is rooted in user psychology, which was the focus of my university dissertation, and a strong desire to make all things organised and accessible.

Over the past decade, I have evolved from designing legal documentation to leading digital projects for global brands. My current role at a marketing agency, combined with my previous freelance work, has built a portfolio spanning mobile applications, responsive web design, and AR/VR experiences.

I primarily work in Figma for UX/UI design, however I have a background in the Adobe Creative Suite. I also have an in-depth knowledge of front-end web development. By combining design expertise, technical development, and project management, I manage the entire product lifecycle to ensure every output is functional, accessible, and aligned with both user needs and business goals.

## EXPERIENCE

### **Zircom** • 2 years 9 months

Digital Product Lead / 1 years 5 months

August 2024 - Present - Birkenhead

I was promoted into a delivery-focused role, taking ownership of all client projects involving UX/UI design, website builds and digital content. This position allowed me to focus on hands-on execution, quality and user-centred design across a range of digital outputs.

- Led UX/UI design projects, including interfaces for responsive websites, AR and VR experiences, collaborating with developers and engineers.
- Oversaw the design and development of websites of varying size and complexity, incorporating changes based on user feedback and analytics.
- Managed the creation and delivery of email marketing campaigns and related assets.
- Ensured quality, consistency and user-centred thinking across all digital deliverables.

### Account Manager / 1 years 4 months

May 2023 - August 2024 - Birkenhead

I managed a small number of clients consisting of large multinational brands in the energy and automotive sectors. My role centred on guiding their digital activity and ensuring smooth delivery across a range of marketing channels.

- Managed day-to-day client relationships for global energy and automotive brands.
- Oversaw email marketing campaigns and performance reporting.
- Supported web projects from small landing pages to full website builds.
- Reviewed SEO analytics and provided recommendations to improve visibility and engagement.

## EXPERIENCE

### University of Liverpool

Marketing Outreach Manager - 5 years, 2 months

February 2018 - March 2023

I was responsible for leading the growth and digital strategy for the University's Institute for Risk and Uncertainty, bridging the gap between complex academic research and practical, user-friendly digital tools for industry use.

- Led the UX/UI design and project management for risk analysing applications, including a "Digital Twin" for nuclear safety and infrastructure risk modelling for dam failure in Brazil.
- Managed the end-to-end creation of a new website, designing it to function as both a clear promotion tool for the public and a resource hub for internal researchers.
- Secured and managed grants and relationships with industry partners, ensuring digital projects met both commercial needs and academic standards.
- Oversaw all external marketing, including email campaigns, event organisation and document design.

### The Claims Guys

Desktop Publisher - 1 year, 3 months

November 2016 - January 2018

Responsible for the design and production of claimant documentation for the UK's largest claims management company, focusing on simplifying complex legal processes into a clear, step-by-step series of forms.

- Designed a logical, step-by-step series of postal documents that guided users through the entire claim process, from initial contact to successful payout.
- Refined document layouts to reduce user errors and confusion, directly helping the company process claims more efficiently and accurately.

### NatWest Group

Loan Analyst - 1 year

November 2015 - October 2016

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

## EDUCATION

### Google UX Design Professional Certificate

Google

2023

### IT with Business Studies

**Dissertation:** 'How psychological theory can be used to influence web user behaviour'

Sheffield

2012 - 2015

## SKILLS

Figma, Front-End Development (HTML/CSS), Wireframing, Usability Testing, A/B Testing, Data Analysis, Interaction Design, Accessibility Compliance, Prototyping, Responsive Design, Graphic Design, Web Design, CMS Management

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