

I specialise in **user experience design**

I'm a self starting all-rounder and who has worked with start-ups, agencies and SMEs, both full-time and contract; developing lean solutions for mobile, desktop and print.

My design, development & training background has developed my collaborative, user centred mindset. It enables me to design products that are great online experiences, and at the same time to be the advocate for the user while meeting the needs of stakeholders.

Experience

Senior UX Specialist: Northrop-grumman – November 2021 – Present

I am part of the Northrop-grumman cyber security team.

UX Consultant: Nano Electric Bikes - Freelance October 2020 – September 2021

I provided production consultancy and UX reviews.

UX Designer: Listers Group - £1.5 bn t/o Car Dealership April 2018 – July 2020

As UX design lead, I introduced a user-centred design process for the team; drove the UX vision, conducting research; creating personas, user flows, scenarios, wireframes; developing and testing lo-fi and hi-fi prototypes.

Developer: Inspired Thinking Group – Retail Marketing Agency - Contract Jan 2018

I developed the website for Vitamin Marketing, ITG's sister company.

UX Consultant: Dolphin – Accessibility Software House - Freelance July 2017 - Sept 2017

I provided consultancy and UX reviews of their magnification, screen reader, and accessibility apps & website.

UX/UI Designer: VisualFactory – World Leading MES application Nov 2014 –Mar 2017

This data-rich application has complex task flows with users ranging from factory-floor operatives to senior management, in factories from the USA to China. I was UX lead developing a new UI and design system.

Product Manager & Front-end Developer - Freelance 2008 – 2014

My work involved: Management, UI design, front-end development, consulting, training, SEO and usability.

Design Director: Onlineworx - Digital Agency 2005 -2008

I delivered design and programming projects for a wide variety of corporate clients including: **RNIB, Moonpig.com, Modec Electric Vehicles, and Atticus Clothing.**

Design Trainer: Freelance 1997 – 2005

I facilitated workshops & training courses for designers from: **Helly Hansen, Claire's Accessories, Matalan, Childline, Seymour Powell, Arup, Peter Black, Jane Shilton, Used Clothing Co and Sportswear International.**

Selected Projects

VisualFactory: UX/UI Designer – Web Application

Key Achievement: I worked closely with the CEO & system architect to analyse UI performance & structure. I developed usability goals and working with the dev team leader designed a new UI & associated modular design system.

Sales staff report the application becomes **easier to sell.**

Reported **50% reduction** in training time.

Dec 2014 - Dec 2016:

Unprecedented profit growth: 50% year-on-year.

Listers Group Ltd – UX Designer – UX Process

Key Achievement: I developed a comprehensive Lean UX process and introduced it into the workflow the New Media development team.

Project Outcome:

The New Media team had a comprehensive and flexible Lean UX iterative design process ready to use for the rapid development and introduction of an online sales process to match the changes in customer behaviour following the recent Covid-19 crisis.

Skills

UX

User research, Interaction design, Information Architecture, User Interface Design, Usability Testing, Graphic Design, Copywriting, Interviews, Surveys, Card Sorting, Rapid Prototyping, Heuristic Evaluation, Personas, Wireframes, Journey Mapping, Scenarios, User Journeys, Task Flows

Code

Responsive design, HTML5, CSS3, SASS, JavaScript, JQuery, AngularJs, Node, Grunt, Git, Bootstrap

Apps

Photoshop, Illustrator, InDesign, XD, Figma, Sketch, Sublime Text, Visual Studio, InVision, Visio, Axure, Jira, Confluence, Bamboo

Education

Open BSc (Computing)

Open University
2009 – 2014

Textiles & Fashion BA

Camberwell School of Arts & Crafts
1978 – 1982

PGCE

Manchester Metropolitan University
1996 – 1998

LettingAProperty.com: Product Manager – Web Application

Key Achievement: I managed the product from conception in 2008, until handover to an advertising agency in 2013.

Project Timeline 2009 Operational, 2010 300 Landlords, 2011 750 landlords, 2012 1,300 landlords, Buy to let Magazine Award '**Best Website Award 2012**', Substantial VC investment.

2013 **2,300 landlords, Good Web Guide's 'Property Website of the Year Award'**, 2013, Telegraph feature as 'Up and Coming Online Letting Agent', **10,000 tenants**

2014 **23,000 tenants**

Previous Experience:

Gabriel Scientific Consultancy – IT Trainer & Graphic Designer	1993 – 1997
Freelance - Interior Designer	1992 – 1993
Arletti Ltd – Designer	1989 – 1991
Cadney & Wall Ltd - Managing Director, designer & colourist	1984 – 1989