

Senior Product Designer

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[Online Portfolio](#)

Personal Statement	I am a Senior Product Designer with a background in web development, specialising in designing meaningful large-scale experiences for B2B and B2C businesses. I enjoy creating highly usable interfaces that prioritise user value, understanding, and delight through accessibility, simplicity, intuitiveness, and engagement.	
Skills & Technologies	User Interface Design · User Experience Design · User-Centred Design · Design Systems · Pattern Libraries · A/B Testing · Interaction Design · Wireframing · Low and High Fidelity Prototyping · Design Communication · Responsive Web Design · Customer Analytics & Insights · Accessible Design · Customer Journey Mapping	
	HTML5 · SASS · CSS3 · JavaScript · PHP · Jigsaw (PHP) · Jekyll · Ember · Vue.js · Wordpress	
Design Tools & Applications	Figma · Sketch · Principle · VS Code · Pendo · PostHog · Git · Google Analytics · Google Tag Manager · Google Optimize · Adobe Creative Suite · Docker · Webflow	
Work Experience	November 2023 – Present, Crowdhelix	
	UX Designer	
	Key Skills: Design systems, UI design, usability testing, ideation, prototyping, collaboration	
	I continue to work with key stakeholders within Crowdhelix on improving the design and experience of the existing platform and working closely with the development and internal design teams to design, build, and deploy a new atomic design system, brand, and new product features.	
	November 2022 – March 2023, Byway Travel	
	Lead Product Designer	
	Key Skills: Collaboration, UX design, customer insights, usability testing, user research, ideation, prototyping	
	I worked as the sole design presence at sustainable travel startup Byway. Collaborating with the CEO, CTO, and product managers to move their brand identity and design maturity forward by integrating a 'design thinking' process and customer-driven UI/UX design practices into their business. I was also responsible for monitoring and reporting on customer journey flows through the Byway product and applying customer insights into their design process. My responsibilities and achievements include, but are not limited to:	
	<ul style="list-style-type: none"> - I introduced the use of analytics and usability tools Google Analytics and Post Hog to monitor customer behaviour pre and post feature release. - I modernised their existing UI and UX as well as working on next iterations to incorporate a number of user and data driven features. - I worked on introducing a more consistent design language by way of a design system and working closely with their development team as a consultant where design and development intersected. 	
	2020 – November 2022, Transpond.io	
	Senior Product Designer / Front-End Developer	
	Key Skills: UI design, Front-end development, usability testing	
	I worked closely with the CEO and development team at Marketing SAAS app Transpond.io. I worked on their integration and account migration process with Capsule CRM as well as their brand wizard onboarding tool. Furthermore, I worked on bringing their new brand and website to life following their partnership with Capsule CRM.	
	<ul style="list-style-type: none"> - I worked on their entire UI refresh following their rebrand - I designed the experience behind their brand wizard onboarding tool - I worked on their integration with Capsule CRM 	
	2016 – November 2022, Capsule CRM	
	Senior Product Designer / Front-end Developer	
	Key Skills: Customer insights, Design systems, UI design, UX design, front-end development, ideation, prototyping	
	I worked for SAAS Sales CRM startup Capsule, moving their design maturity forward and shipping customer-driven, impactful features for both their desktop and mobile application. I gathered extensive experience using an agile and adaptable design process in a start-up environment and the associated challenges that come with growth. My responsibilities and achievements include but are not limited to:	
	<ul style="list-style-type: none"> - Building and maintaining Capsule's design system. - Collaborating closely with managers as well as c-suite stakeholders and cross-functional teams to explore, define, design, build, ship and test new features of varying size and complexity as well as enhancing existing features. - Leading the design of new features including running ideation workshops, prototyping and running internal and external usability testing sessions. - Prototyping using Figma, testing using Google Optimize for A/B testing, releasing and monitoring of new features being integrated to the Capsule UI using Google Analytics and Pendo. 	
	2015–2016, Capsule CRM	2012 – 2015, Code Computerlove
	Brand and Marketing Designer	Web Developer
	I worked closely with the head of design, to design Capsule's new brand and accompanying marketing website, exercising my front-end skills whilst I became more familiar with the product.	I worked full time as a Web Developer at a vibrant and high-energy digital agency Code Computerlove. Working in an agile fast-paced environment building Sitecore, Umbraco and Wordpress based solutions for a wide range of international B2C clients, including Oxfam, Chester Zoo, Woodland Trust, Seaworld parks and Amnesty International.
Voluntary Experience	2023 – Current, ADPList	
	Product Design Mentor	
	From the start of 2023, I enrolled as a mentor on ADPList to help new and experienced product designers with their craft. Helping teach design heuristics, design tools and UI/UX best practices and giving portfolio and job hunting advice. I was recognised as being in the top 1% of mentors (2023).	
Education	2007 – 2010, Manchester University	2014, Certification
	BSc (Hons) Internet Computing, 2:1	Sitecore CMS Developer
	Modules included Web Technology, Human Computer Interaction, Database Design and Theory, Engineering Web-applications. Final year project involved designing and developing a complete web-based solutions.	Gained recognised Sitecore CMS developer qualification following a week training course and examinations.