

Profile

A senior UX/UI Product Designer with over 8 years of industry experience, including a proven track record at one of the UK's top digital marketing agencies and in luxury retail e-commerce. Specialises in B2B and B2C marketing websites and e-commerce platform design, with expertise in design systems, accessibility, user research, usability testing, wireframing, CRO, and personalisation. Skilled in building complex, scalable design systems, mobile-first design, responsive design, and improving user experiences and conversion rates through A/B testing, analytics, UX research and UX metrics. Brings a strong eye for art direction, video, photography, and brand development. Known for a collaborative approach with cross-functional teams, aligning design solutions with commercial objectives and digital marketing strategies, including SEO, PPC, and creative marketing social campaigns.

Experience

- UX/UI Product Designer

Watches of Switzerland Group

Sept. 2019 - Present
- Led the design and implementation of a new multi-channel design system in Figma for the Watches of Switzerland Group. This ensured consistent alignment across the Group's branded facias.
  - Delivered multiple user-centered designs in collaboration with front-end developers, ensuring seamless interface implementation across multiple device types. Such as a new checkout experience, new store finder experience and store details template.
  - Managed design projects for luxury brands such as Rolex, Cartier, Breitling TAG Heuer & OMEGA, while working closely with marketing and merchandising teams.
  - Enhanced the user journeys and improved the overall UX and UI across Watches of Switzerland Group branded facias, driving improved user engagement. **Examples include the tidying of facets and filters to allow improved readability and usability for clients looking for certain colours, materials and sizes of watches and jewellery.**
  - Improved CRO and personalisation metrics for users which aligned with business goals and strategies. Measured and recorded via A/B split testing, usability testing and surveys in Monetate, UserTesting, Contentsquare and Baymard. **For example, a PDP recommendation strategy test resulted in a 24.18% increase in 'add to bag' actions, totalling £492,485 in additional revenue over 35 days.**
- UX/UI Product Designer

Hallam Agency

Oct. 2017 - Sept. 2019
- Collaborated with designers and the Creative Director to develop UX wireframes, prototypes, and high-fidelity UI designs for client and internal presentations.
  - Led UX workshops for new and existing clients. **Examples of clients include Cadent Gas, Rational, Nottingham Girls' High School, Speedo, Nottingham Trent University and Spengle.**
  - Implemented component-based design systems for high-impact UX/UI across B2B, B2C, lead generation, marketing, and e-commerce WordPress websites.
  - Directed art initiatives, including creative research, mood board creation, video/photography briefs, and style guide development. Designed creative concepts and landing pages, and produced assets for digital marketing campaigns.
  - Worked closely with design and development teams to create website layouts, manage content, and organise information architecture.
  - Managed client change requests, conducted QA and cross-browser testing, and provided WordPress support and training.

Education

- Leeds Metropolitan University

Sept. 2009 - Jul. 2012
- BSc (Hons) Music Technology (2:1)
- Trent College Independent School & Sixth Form

Sept. 2002 - Jul. 2009
- A-Levels: Music Technology, Business Studies, Geography, IT | GCSEs (8x) incl. English, Maths, Science

Skills

Figma	Contentsquare	User Research	Moodboards	HTML & CSS
Adobe Suite	Slack	User Testing	Storyboards	WordPress CMS
Google Suite	Microsoft Teams	A/B Split Testing	Videography Briefs	WooCommerce
Monetate	Baymard Institute	Wireframing	Photography Briefs	SAP Commerce
Google Analytics	Attraqt	Prototyping	Art Direction	Version Control (Git)
UserTesting.com	Fredhopper	User Personas	Style Guides	Information Architecture
JIRA	HotJar	User Journey Map	Brand Guidelines	Accessibility (WCAG)
Atlassian	Trello	UX/UI Design	Design Systems	Agile/Scrum