








PERSONAL STATEMENT

I have 15+ years of experience across many B2B, B2C & B2E sectors. I am an end-to-end product designer, with a focus on creating striking UI but who has expertise of the full product lifecycle delivery. I believe that extensive user research, UX methodologies and empathy can drive positive behaviours. I match this with rapid prototyping and testing to validate my design decisions. In my career I have worked on some of the most well known games franchises (BAFTA nominated wink wink) I later applied my skillset to strategising and designing digital products working with large Bluechip companies. I am talkative, easy to work with and happy communicating to any number of key C-suite stakeholders as I am designing product, scaling, operating Agile design teams and delivering via Lean UX process. Growing up as a gamer built my desire to understand complex problems and come up with novel, engaging ways to solve them. I have a large focus on accessibility, inclusivity and ethics which guides my (IBM Accredited) Design Thinking led approach. I focus on delivering both business and user goals that return value to enhance customer engagement and product success.

KEY SKILLS

-  Engagement Design & User Psychology
-  UX Design & Research
-  UI/Interaction/Graphic Design
-  Product Strategy & Creative Direction
-  Communication
-  Ethical Design & Accessibility
-  Proficient in Figma, Sketch, Adobe Create Suite, Miro & Mural

EDUCATION

-  BA Interactive Media Production
Bournemouth University,
2005-2008
-  BTECH National Diploma
Graphic Design & Digital Media
Surrey Institute of Art and
Design, 2004

EXPERIENCE

CHIEF DESIGN OFFICER

That Product Studio

July 2019 - Sept 2023

As was CDO and responsible for day to day running, designing and communication of TPS's outward facing brand and IP. For our consultancy projects I design end-to-end strategies, UX and UI for products that help clients turn their problems or ideas into innovative digital products.

NOTABLE PRODUCTS

- | | |
|---|---------------------------------------|
| Charlie CC - Automated AI Transcription Software | UX / UI / Strategy |
| Costa Coffee - Employee Experience Platform | User Research /
Strategy / Product |
| BCG Communities - Knowledge-share Platform | Product / UI / UX |
| UK Power Networks - Local Area Energy Planning | Product / Strategy /
User Research |












HEAD OF CREATIVE

Play Consulting

July 2013 - July 2019

As the first hire of Play Consulting I began my journey into the start-up world. My role included helping build a company identity, business development and building and scaling teams. Primarily I was head of the Creative team deliveing the consultancy projects. My outputs across multiple projects included - stakeholder management, product ideation, creating UX and UI for web, mobile and native app design as well as reviewing my teams outputs and making sure they were as happy, correctly resourced and learning.

PERSONAL BITS N BOBS

-  Skateboarding / Snowboarding
-  Cooking
-  Muay Thai (3 amateur fights)
-  HUGE music fan & avid drummer
-  Gaming (PS > Xbox) & Game Design
-  Long suffering Arsenal fan
-  Mental Health first aider in training
-  Hands-on building of things e.g. Lego or always fixing my car
-  Multitime Marathon runner
-  Owner of an incredibly cute, albeit lunatic Collie - Douglas
-  Expecting dad-to-be

REFERENCES

-  Available on request



EXPERIENCE

NOTABLE PRODUCTS

- British Gas** - Engineer engagement scheme Product / UI / UX
- Thames Water** - Great Asset Hunt Data Collection Product / UI / UX
- William Hill** - Loyalty & Engagement Programme Product / UI / UX
- AXA** - Youth Life & Savings Planner Product / UI / UX
- Totem** - Employee Engagement Platform Product / UI / UX
- PwC** - Investigate! Forensic Accounting Training Product / UI / UX
- PwC** - Digital Fitness Assesment Product / UI / UX

HMCTS - Ministry of Justice Reform Strategy / User Research / UX

I worked as one of the user researcher/UX and product designers in this large-scale transformation. During the research stage we led workshops with key staff and built up knowledge of processes, pain points which helped build out our hypothesis and personas. Always following accessibility and GDS guidelines; we built many digital and physical prototypes to validate our choices before rolling out many nationwide changes.

UI / UX LEAD July 2013 - July 2014

Mindcandy

Moshi Monsters UI / UX Designer

Moshling Rescue Lead UI / UX Designer

World Of Warriors Lead UI / UX Designer

UI / UX TEAM LEAD Mar 2011 - Apr 2013

Electronic Arts - Playfish Studio

Team lead of User Interface and Experience designers that operated across many franchises and titles within the Social and Mobile division. These included, The Sims, FIFA, Sim City, Restaurant City and Pet Society.

I quickly moving into a leadership role and the UI Lead of the studio, in charge of my teams outputs, product strategy and content on the titles I was operating on. I was also invited onto the global team to influence key internal policies within the broader EA organisation.

FIFA Superstars UI / UX Designer

The Sims Social Lead UI / UX Designer

Sim City Social UI / UX Designer