

Summary

I'm a collaborative, empathetic and strategic Product Design Leader with over 15 years of experience. I have a track record of delivering business value and solving user problems, while inspiring designers to deliver great work and grow their careers.

Education

Reading School of Art and Design 2000–2003

BA Hons Graphic Design 2.2

IDEO U May 2017

Leading for Creativity

IDEO U August 2021

Leading Complex Projects

Skills

- Strategic experience design
- Line management & career development
- Recruitment, onboarding & team building
- Stakeholder influence
- Directing & leading projects
- Conducting user research
- Using data & insight to inform decision making
- UX & interface design
- Design systems
- Workshop design & facilitation

Achievements

Founder and creative director of gatherkits.com

2013–present

Dressmaking pattern company, Gather has been featured in numerous magazines, and on TV and has received EU-funded mentorship support.

External Talks

Stepping back to go Forwards

Delivered at Front End London and WebdeLDN

Professional Experience

FutureLearn Group Product Design Lead

December 2020–present

I returned to Edtech company FutureLearn in a lead capacity, playing a strategic role in uncovering opportunities and developing initiatives that drive revenue, inspire users and influence stakeholders. I lead and manage designers within three customer-focused teams. Highlights include:

- Contributing opportunities to a high-growth revenue strategy that required board buy-in, with elements that I proposed leading to a 15.61% increase in GMV.
- Leading designers through the rollout of the revenue strategy to ensure a balance of delivering to learn and pushing to ensure customer satisfaction for our 19m+ learners.
- Delivering insights that informed the decision to embark on a multi-million pound re-platform project.

Unmade Ltd Design Lead

December 2019–October 2020

I joined Unmade as the design discipline was being defined as a distinct function. I worked to bring together our team of three into one with a strong sense of identity and purpose. Highlights include:

- Leading design to deliver an intuitive user experience for New Balance, within a tight deadline and significant technical constraints.
- Upskilling designers in user research and design best practices.
- Providing clear growth paths with actionable goals to my team.

FutureLearn Senior Product Designer

May 2016–August 2019

At online learning company FutureLearn, I was a strategic senior designer capable of working on large projects and continuous iterative developments, while mentoring junior designers. Highlights include:

- Defining and leading the design of a new subscription model, leading to a 26% increase in revenue per course enrolment.
- Uncovering the need for and delivering a B2B product allowing employers to manage employees' learning. The product grew from servicing 53 partners and enabling 21,332 course enrolments in its first year, rising to 165 partners and 254,399 enrolments last year, with most NPS respondents being Promoters.

Freelance Designer

January 2015–May 2016

Pretty Graphic, UX & UI Designer

August 2004–November 2015

Internships & freelance, including award-winning Dixonbaxi

October 2003–August 2004