

## Summary

I am a digital product & service designer who enjoys working collaboratively to solve problems. I research & understand, conceptualise & prototype, design & deliver; all to create great digital experiences.

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## Education

### Reading School of Art and Design

BA Hons Graphic Design Upper Second Class Honours  
2000–2003

### South East Essex College

Btec Foundation Diploma in Art & Design  
1999–2000

### The Open University

Introduction to Humanities  
2006–2007

Various other educational courses, including a 6 week screen printing course.

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## Skills

Research, user experience design, user interface design, branding, concept development, art direction, copywriting, offline design, project management and strategy.

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## Activities & Achievements

### Co-owner and creative director of gatherkits.com 2013–present

I drive the business and creative direction of my own dressmaking pattern company. Gather has been featured in numerous magazines and has received EU funded mentorship support.

### Publication

Surface pattern designs chosen for publication in 'Radical Patterns & Textures' by Maomao Publications.

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## Interests

Textile crafts, literature, art, cycling, surface design

## Professional Experience

### Pretty UX & UI Designer

June 2013–November 2015

At Pretty, I have worked on brand and digital projects large and small for organisations in diverse industries. I have both led and been part of a collaborative team, working with other designers, developers and managers to deliver digital products and services.

Client: **Prospectus**

Worked as a senior designer on a complete overhaul of this third sector recruitment consultancy's digital offering. Participated in the successful pitch process and worked on user, stakeholder and competitor research; information architecture, wireframing and user testing; visual development and website design.

Client: **ETX Capital**

Worked as part of the team for many years on various projects, including helping to take the company through rebrands, development of multiple sister brands and various website overhauls.

Client: **Habitat**

Helped shape the user experience for customers shopping for sofas, developing both short term achievable concepts, and longer term aspirational experiences for later implementation.

Client: **Unibet**

Worked as part of a team of three to develop a conceptual prototype for Unibet's mobile app to encourage live betting on football matches.

Client: **Women in Banking & Finance**

Led the organisation's rebrand, including facilitating workshops with stakeholders, undertaking research, brand concept generation, art direction, copywriting, website and print design.

### Pretty Graphic/Digital Designer

August 2004–June 2013

### Pretty Junior designer/Intern

March–August 2004

### Dixonbaxi Intern and freelance junior designer

October 2003–March 2004