

### SUMMARY

I am a UX/UI Designer committed to producing high-quality experiences. My key skills build on a user-centred design philosophy, core technical competencies in computing and working in tech start-ups.

### EDUCATION

**MSc Human-Computer Interaction Design – Merit (67%)** **October 2017 – January 2019**  
**City, University of London**

Selected modules: Interaction design, Information architecture, Evaluating interactive systems, Cognition and technologies, Inclusive design and Dissertation titled '*How do people learn synchronously/asynchronously with distributed video?*' (graded Distinction, 75%).

**BSc (Hons) Computer Science – 1<sup>st</sup> class** **October 2014 – June 2017**  
**Middlesex University London**

Selected modules: Web applications and databases, Human factors in design and Novel interaction technologies (i.e. Augmented Reality, IoT, Wearables and Haptics etc).

**Quintin Kynaston Community Academy** **September 2007 – August 2014**  
3 A-levels (Biology, Business and Media) and 12 GCSEs.

### PROJECTS

#### Tech Start-up Website Design and Implementation

CLIENT: Gradprentice.

TASKS: Information Architecture research: interviews, domain modelling, empathy map and sitemap. Wireframing and front-end development with HTML, CSS and Bootstrap 4.

RESULTS: A new modern website with a positive NPS score given by UX professionals from the UK.

#### Defining Users Through UX Research

CLIENT: Autsera.

TASKS: Observations, qualitative analysis, persona creation, user journeys and competitor review.

RESULTS: This allowed Autsera to start designing the first versions of their app and gain more funding.

#### Creating an MVP For A Mobile Application

CLIENT: Remember the Lovee.

TASKS: Provisional personas, creating value propositions, validation and prototyping (high and low fidelity).

RESULTS: A set of wireframes for the client to develop their app.

### SKILLS AND TOOLS

HTML | CSS | Javascript | Sketching | Teamwork/Collaboration | Accountability | User Research | User Journeys | User-Centred Design | Red Square Enthusiast | Bootstrap 4 | Interviews | Observations | Card sorts | Wireframing | UI Principles | Usability Testing | Personas | Prototyping | Agile | Sitemaps | Domain Models | Ideation | Adobe XD | Iterative Design | User Interface Design | UX Design | Sketching | Bootstrap

## RELEVANT WORK EXPERIENCE

### UX/UI Designer, Gradprentice

August 2019 – March 2020

I collaborated with designers on multiple in-house and start-up UX projects. Through the projects I have worked with a range of founders and UX colleagues to solidify my UX skills in a commercial setting.

My role included:

- Writing **UX proposals** for our clients to understand our processes and design language.
- Applying **design thinking** in our projects and business to aid justified decisions.
- Conducting **user research** to capture **requirements** to create useful artefacts (e.g. personas).
- **Designing and building** efficient, effective and usable digital interfaces; constantly **iterating content** created with in-house evaluations and usability tests (feedback) with real users.
- Training our new UX designers about the **UX Design Process** and relevant UX tools we use.

Notable projects: Gradprentice's first website, 'Remember the Lovee' MVP creation (mobile app) and Autsera LTD User Research.

Key achievements: helping the company secure funding through Middlesex University MDXcelerator. Launching the Gradprentice brand online with a new site and social media pages (LinkedIn and Instagram).

### Summer placement, Middlesex University London

June – September 2015

I was chosen along with other engineering and computing students to create products that reinforced our programme's learning.

- I created many products for demonstrations to prospectus students during open days and in Computer Science lectures, this involved **design thinking, ideation and iteration** with my colleagues.
- This role required creativity and used tools such as **sketching** to support ideation.
- Used **Adobe Illustrator** to produce drawings for acrylic laser cutting.

### Advertising work experience, Saatchi and Saatchi

April 2014

I earned this placement after winning a competition with my peers, we created a compelling campaign for one of Saatchi's clients. In the placement we ideated a mock campaign for a real client at their offices in London.

- Developed a mock creative advertising campaign for the Vorwerk Kobold VR 100 for launch in the UK.
- Understood the importance of **client's requirements** whilst shadowing with the agency's creative and account management teams.

## LIKES

Chelsea FC | Gym | Marvel | Star Wars | Peaky Blinders | Money Heist | Breaking Bad | PlayStation | All Saints | Samsung | MacBook Pro | Nike | BBC Sport and GOV pages | UI Challenges | Charity | Red Dead Redemption | Grand Theft Auto | Casey Neistat | Antonio Conte | Frank Lampard | Donald Norman | The Design of Everyday things |