

Experience

Dyad // Senior UI / UX Designer

October 2021 - present // London, UK

I am the sole design lead. I've implemented design systems, run workshops, written design guidelines and implemented both UX and UI in our primary app as well client work as part of Dyad, making complex AI and medical processes simple. I also work very closely with developers and product.

Urban // Product Designer

April 2020 - October 2021 // London, UK

Product design lead for a cross-team group which worked on a brand refresh, analysing product's UI/UX accessibility and branding. Coordinated workshops, ran user testing and ensure decisions are informed by product and marketing learnings. Worked as the primary designer for the marketing team. Changes improved performance- a 4-6% click though in emails (even during lockdowns). The crowd fundraising round I worked on raised £5.8m for Urban. Also helped launch a membership programme that increased user spend by 2.7 times

Pixl8 // Digital Designer

Feb 2019 - April 2020 // London, UK

I worked closely with frontend developers, marketing, project managers and clients (with limited budgets) to deliver multiple beautiful, responsive websites for mobile, tablet and desktop. Independently took projects from iteration to production- often multiple at the same time. Ran stakeholder workshops, requirement capture sessions, user testing, created bespoke style guides and rebranded sites. Clients reported an increased performance in their site (significantly less complaints) and faster loading speeds.

Simba Sleep // Digital Designer

August 2017 - Feb 2019 // London, UK

I worked as a in-house designer specialising in digital design. I helped create and maintain a style guide to keep UI and brand elements consistent, and launched multiple sleep products and marketing campaigns, including Black Friday where we raised over £100K in one day.

CNN News // Digital Design Intern

July 2017 - August 2017 // London, UK

Education

Goldsmiths College, University of London

Bachelor of Arts (Honors) in Design

First Class Honors // 2014 - 2017

Skills

Software

Figma, Sketch, Invision, Zeplin,
Adobe Creative Suite (Ps/Ai/Id/Ae/Pr)

Formats

UI / UX design, Prototyping,
HTML, CSS, Paid social, CRM

Misc

English (Native)

Cantonese (Basic)

French (Intermediate)

Hold a UK driving license