



## PROFESSIONAL PROFILE

**Proven design leader** with over eight years of experience. Adept in multiple fields of design centered on an integrated approach and intelligent reasoning.

Specialties include, mobile first design, holistic design systems and branding in a digital space. Skills were honed from leading numerous successful projects for high profile clients from conception to completion.

## PROFESSIONAL SKILLS

### Software and code

Full Adobe Suite	Ten years
HTML, CSS, X-Code	Four years
Flinto/Pixate/Invision and more	Three years
Javascript, JQuery, ReactJS	Two years
Autocad/Sketchup/Vectorworks	Seven years
Sketch 3	Three years

### Other

Web accessibility knowledge	Scrum Master level I
Usability testing experience	Wire framing
Fluent presentation skills	Rapid prototyping
Designing for commercial gains	Adept in agile environment
Stakeholder management	Teaching design thinking

## EDUCATION

**University of Sheffield** 2007-2010  
BA (Hons) Architecture 2.1 Classification  
Demanding design degree from one of the top five schools in UK. Achievements include;  
Highly Marked Thesis 2009-2010  
University Ski Club Captain 2009-2010

**Central St Martins** 2013, 2014, 2015  
Furniture design short course, Typography short course,  
Portrait photography short course

**John Taylor High** 1999-2006  
A Levels 2004-2006  
Maths (A) Physics (A) Chemistry (A)  
GCSEs 2002-2004  
Six A\*, Four A

## PERSONAL SKILLS

Personable	Organised	Team player
Intelligent	Creative	Sociable

## EMPLOYMENT

**Hudl** March 2016 - Current  
**Senior product designer, London**  
Leading the product vision as Hudl attempts to transform into true platform software for the sports community and solidify itself as the leading name in sports tech. Oversaw several high profile product improvements and launches such as the video management system for the Premier League.

**import.io** March 2015 - March 2016  
**Lead designer, London**  
Responsible for all design decisions within the company, leading the small team in its goal of 1m new users within a year. Heading a complete rebrand from styleguide to marketing and improving and repositioning a previously discordant product.

**uSwitch** June 2013 - March 2015  
**Senior UI/UX designer, London**  
Heading the visual rebranding of uSwitch. Focus on user centred interfaces and interactions that delight and convert. All driven by data and with a mobile first approach. Led design on various multi platform products and features across the companies channels that have increased revenue dramatically.

**Joonin** January 2015 - 2016  
**Founder and product designer, London**  
App connecting property managers and tenants.

**Rabbit and Hare** 2012-2013  
**Designer, London**  
Various agency projects for clients such as RBS & MTV.

**Freelance** 2009-Current  
**Designer,**  
Brand creation, web and app design for multiple clients.

## INTERESTS

Photography	Animation	Skiing
Illustration	Travel	Running

## REFEREES

**uSwitch**  
Mike Jones - CTO  
t: +44 7515 337 855 e: mike.jones@uswitch.com

**Rabbit and Hare**  
Rob Ryan - Director and Founder  
t: 020 7240 1748 e: rob@rabbitandhare.com



## UI and UX expert

[View case study](#)

## Illustration and iconography

[View case study](#)



## Branding and marketing design

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and much, much more....

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