

I'm a UX/UI Designer who's intrigued and excited by the innovation, technical construction and pragmatic approach behind well designed products and systems. I believe functionality of a product or service revolves around the user needs, experience and perspective. I am a fast learner, detail orientated and adaptable when it comes to change in project requirements to meet business goals.

EDUCATION

UX Design Institute Professional UX Diploma 2019-2020

Overall Result : Pass

FutureLearn Accenture Digital Skills and UX/UI Course Certificate 2019

Test Score: 86%

Brunel University London - Industrial Design & Technology BA with Placement 2014 - 2018 2:1 Upper Division Hons

Relevant Modules: Human Factors (A+), User Experience Design (A)

ACHIEVEMENTS

- First Female Junior Golf Captain Hadley Wood Golf Club 2012
- Hertfordshire County Girls golf team 2011-2014
- Completed Tough Mudder 10 Miles 20 Obstacles 2018
- Sled 270 km through Arctic Circle and raised over £2000 for Dementia UK

EXPERIENCE

UX Designer at Entain plc

September 2020 - Present

Ladbrokes & Coral Gantry

- Redesign and modernisation of a late 1990s system for Retail Gantry, currently being tested in Ladbrokes shops in Stratford.
- Created user journey maps, workflows and cards sorting exercises to define key problem areas whilst keeping the goals and behaviours of the users in mind. This helped increase efficiency of workforce by 45%.
- Improved end to end experience by testing in real time as well as A/B testing.

BetMGM Kiosk 2.0

- Optimisation of the all Kiosks at Casinos in the USA.
- Designed multiple wireframes and user journeys to simplify login process to ensure user satisfaction and decrease bounce rate (-24%).
- Created prototypes on Axure and wrote scripts to execute one to one user testing with over 20 users online to validate designs.

SKILLS

Figma

Sketch

Adobe XD

Photoshop

Indesign

Illustrator

Invision

Microdoft Office

Apple iOS

Creative Cloud

Google Analytics

Axure

Premiere Pro

After Effects

Poker X

- Designing new poker client for partypoker release MVP launch March 2023.
- Led a team of UX/UI designers and contributed to the development and strategy of online poker table and gameplay elements for the new client. Gathering inspiration and creating personas to establish an aligned vision with Product Managers and Stakeholders.
- Collaborated with UX researchers to gain insights both quantitative and qualitative data to validate designs and creating prototypes on Axure for testing.
- Presented concepts and designs to stakeholders for feedback and sign off on a bi-weekly basis.
- Established a more efficient way of collaborating with copywriter using Branching in Figma and was responsible for leading workshops for colleagues to improve organisation and efficiency.

UX Design Institute - UX Diploma (full project in portfolio)

November 2019 - May 2020

- Conducted user testing and interviews to gather data to support design of final deliverable.
- Identified key activities in the process of booking a flight online and analysed the pain points, needs and behaviour of users in existing sites.
- Constructed low to medium fidelity wireframes to understand the user journey and converting the data collected into a visual representation of the optimised airline website.

TI Media - UX Design Intern

August 2018 - September 2018

- Collaborated with the Product & Engineering Team to create and validate the UX/UI of their Trusted Reviews website to improve customer experience.
- Gained exposure into the implementation of data tools such as Google Analytics, Google Ad Manager and Data Studio to increase pages per session and business benefits.
- Created wireframes and utilised them to make key suggestions to the team to improve their usability and increase CTR of product promotions by 20%.
- Conducted the full UX/UI analysis on the Trusted Reviews page, using the data gathered from Google Analytics to establish a user journey and customer road map.
- Led discussions on the project and carried out a presentation for the head of department and 5 other team members.

Adheradata - NHS Dispensing Data - Freelance UX Designer

December 2018 - January 2019

- Evaluated user perspectives through discussions with pharmacists to understand the complex available data.
- Analysed the website in relation to user needs and providing detailed recommendations on layout and navigation of the website.
- Redesign of UI and created wireframes in Photoshop and InVision to improve user experience.