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I am a freelance interaction and user experience designer with over eight years experience in designing for finance, e-commerce, government, healthcare and social networks. I have worked for start-ups, agencies and companies.

I work closely with clients, stakeholders and users to understand and define challenges, gather requirements and use a broad set of user-centred design techniques to create the best solution that meets user and business goals.

Professional Experience

Zopa, Lead User Experience Designer (contract), 3/2016 - 5/2016

New product and ISA launch

- Lead rapid, iterative design process
- Created and tested prototypes with users
- Lead usability test analysis sessions workshops with product team

Farfetch, Senior UX Designer (contract), 10/2015 - 2/2016

Fast growing luxury fashion e-commerce site

- Designed search, filtering and product page optimisation for desktop and mobile
- Task optimisation for order processing tool

Soapbox, Lead UX/IA Designer (contract), 7/2015 - 10/2015

Site redesign for LSE Cities Urban Age

- Co-created content strategy based on content audit and user interviews
- Produced information architecture for the content system

Zopa, Lead User Experience Designer (contract), 1/2015 - 6/2015

Peer-to-peer lending service

- Scoped, planned and communicated design work
- Set-up, recruited for and ran series of usability tests and interviews
- Created system maps, prototypes, personas and scenarios

Ministry of Justice, Interaction Designer (contract), 9/2013 - 11/2014

- Analysed and prioritised findings of user research
- Created service and experience maps and personas
- Created and iterated on interactive prototypes for desktop and mobile

Digitas Health, User Experience Designer (contract), 1/2013 - 8/2013

Portal for healthcare practitioners.

- Client: AstraZeneca

Lab49, Associate Experience Architect, London, 08/2012 - 11/2012

Strategy, design and technology consulting firm.

- Client: Large financial institution

Sapient, Associate Information Architect, 02/2011 – 08/2012

Integrated marketing and technology firm.

- Clients: HSBC, Unilever, Barclays and EE

Webjam, User Experience/UI Designer, 11/2008 - 10/2010

Social intranet platform start-up.

Touch Local, Senior Designer (contract), 09/2008 - 10/2008
Experience design for Local search directory site.

Zomoto, Senior Designer, Amsterdam, 05/2007 - 10/2007
Facetted-search design for automotive marketplace start-up.

Azarius, Designer/Front-End Coder (part-time), Amsterdam, 12/2001 – 05/2007
Multi-channel experience design for e-commerce platform.

Mediamatic, Designer (internship), Amsterdam, 02/2005 – 08/2005

Education

MA in Digital Media: Technology & Cultural Form, Goldsmiths University of London, 09/2007 – 09/2008

MA in Digital Media Design (EMMA), School of the Arts, Utrecht, 09/2005 – 09/2006

BA in Design and Technology, School of the Arts, Utrecht, 09/2002 – 09/2006

Activities

2015: Tutorial and presentation on form design at UX Cambridge
2015: Article 'Hermeneutics for Designers' published on UX Booth
2015: Organised Design History Reading Club
2014: Taught workshop on form design at General Assembly London
2014: UX Brighton: invited presentation on hermeneutics and design
2014: IxD London: presentation on speculative design and the future of cities
2013: EuroIA: presentation on time as a design material
2013: Participant in Urban IxD summer school, a week long seminar/workshop on the future of cities and digital technology

Skills and deliverables

Working within Agile projects	Service maps	Sketching
User research	Experience maps	Wireframe documents
Planning design work	Site maps	Prototyping
Presentations and reports	Personas	UI design
Leading workshops	Scenarios	Responsive design

Tools

Prototyping: HTML/CSS, Axure, Omnigraffle, Sketch App, InVision, Indesign
Testing: WhatUsersDo, Silverback, Optimal Workshop
Software suites: Microsoft Office, Google Apps, Apple iWorks, Adobe CS
Communicating: Trello, Pivotal Tracker, Github, Notable App

Interests

To broaden digital design, to connect it with psychology, philosophy and architecture. To practise, explore and teach great design.