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Lloyds Banking Group
Design Lead, Commercial
Sep 2017 - Present (Freelance)

Working within the specialised commercial environment. I was tasked with overhauling the online commercial banking platform for Lloyds and Bank of Scotland. Designing and developing on multiple legacy platforms and environments while keeping customer journeys operational was a regular challenge in this role.

Deutsche Bank
Senior UX & UI Designer
Jan - May 2017 (Freelance)

Collaborating directly within the Deutsche Bank team, I was involved in a number of projects across their Asset and Wealth Management divisions. Rapid prototyping and team development of SDK / style guides were key.

Spark44 London
Senior UI Designer
Jan - Dec 2016 (Freelance)

At Spark44, I collaborated with the digital development and UX teams to enhance and expand the digital offering for both Land Rover and Jaguar brands. Ranging from bespoke finance tools to editorial template design.

ODD London
Senior Designer
Sep - Dec 2015 (Freelance)

Working with a range of fashion and lifestyle brands from Mr Porter to Levis to create unique and insightful digital campaigns.

AKQA
Senior UI Designer
May - Aug 2015 (Freelance)

At AKQA I had the opportunity to work across multiple key accounts including Nike, Volvo and Virgin Group. Deliverables ranged from strategic UX thinking to creative pitch concepts.

Selfridges & Co.
Lead UI Designer
Aug 2013 - May 2015

Working with the UX team as lead visual designer for the ground up redesign and re-platform of their e-commerce site. It was important to create an experience online which reflected that of in store, one which is unique to Selfridges. Improved UX, a cleaner, simpler on-brand design, and a touch-first approach saw an immediate uplift in conversion across mobile and desktop.

BBH London
Tribal DDB
Albion London
Senior Designer
July - Aug 2013 (Freelance)

A mix of short term freelance contracts working across a variety of clients including British Airways, Volkswagen UK, Jose Cuervo and B&O.

Jack Wills London
Digital Creative Lead
May - July 2013 (Freelance)

Brought in to head up a project to redefine the digital presence of the brand. A complete overhaul not just in terms of design but the internal processes and development cycles too.

Razorfish London
Senior Designer
May 2011 - May 2013

This design lead role is within the experience team of Razorfish, working with clients such as Audi, McDonald's, Lloyds Banking Group, Kurt Geiger, C&A, o2 and Amnesty International. It is small, specialist team with a handful of designers. Working closely with strategists, information architects, writers, creative comms teams and developers. I was also involved in a number of successful pitches with the new business team.

ASOS.com

Senior Graphic Designer

May 2007 - May 2011

Building on my experience at ASOS, my role expanded as I became a senior designer. My focus was to develop and manage the menswear online areas. Including art directing shoots, developing a distinct online presence and creating concepts for new business areas. The role also involved working closely with developers, editorial teams, and department directors and managing a small team of designers.

Complete London

Interactive Graphic Designer

Sep 2005 - Apr 2007

Product Agency

Graphic Designer

2004 - 2005

The Crack Magazine

Graphic Designer

2003 - 2005

Skills

Sketch

XD

Zeplin

Invision

Photoshop

Illustrator

InDesign

Office

Keynote

Final Cut Pro

Motion

Other experience

Typography evening course, Central Saint Martins

A ten week evening course I took in late 2012. Covering everything from the basic principals of type to in depth analysis of the richness of language itself. I've found this course to be an invaluable addition to my daily work.

WIF 2004 (International Web Design Festival)

In May 2004 I was one of three students chosen to represent the UK at the 'Webjam' in Limogues, France at the international amateur level. This was a non-stop 24 hour web design competition for Audi with teams from all over the world competing. The five days spent away was an invaluable experience and an insight into the industry at an international level.

Education

2002 - 2005

BA (Hons) Multimedia Design

Northumbria University, Newcastle upon Tyne

2001 - 2002

BTEC Art & Design Foundation

Newcastle College, Newcastle upon Tyne