

Professional Summary

A multi-award-winning designer with experience of delivering high-impact digital solutions across financial services, capital markets, and emerging technologies. I bring a strategic approach to user experience and interface design, combining deep industry knowledge with a strong foundation in accessibility, design systems, and product thinking. For nearly a decade, I've specialised in building scalable, user-focused experiences in regulated environments – helping businesses drive adoption, loyalty, and long-term value through thoughtful design.

Experience

Senior Product Designer

Santander UK | 2023 - 2024 (Contract)

Joined to assist with Santander's digital transformation 'One App', first working within the global Core squad across 4 countries, then assisting various squads in the UK including transactional banking. I designed and optimized key retail banking features—supporting 1.5 billion logins annually, 6 million active users, and 2.8 million UK users with accessibility settings enabled.

- Led the design of shared journeys for Card & Gambling Controls, Personal Details, Digital Wallets and Savings Pots across UK, Spain, Portugal and Poland.
- Conducted customer journey mapping, usability testing and competitor benchmarking to identify friction points and enhance digital experiences.
- Maintained and evolved pattern libraries, ensuring all new components aligned with Santander's digital standards and brand guidelines for consistent UI.
- Partnered with the Digital Accessibility Center, helping Santander win “Best Digital Financial Inclusion Initiative” at the Global Retail Banking Innovation Awards 2024.

Lead UI Designer

BT Group | 2022 - 2023 (Contract)

As Lead UI Designer for a new digital SaaS marketplace, I collaborated in an Agile team alongside product owners, UX researchers, content designers, and outsourced engineers to deliver seamless, insight-driven user experiences.

- Led UI design of end-to-end customer purchase journeys informed by targeted user research and data-driven insights.
- Analysed qualitative and quantitative research findings, using these insights to guide key design decisions and enhance usability.
- Established and maintained a robust, scalable component library within the squad.
- Developed high-fidelity prototypes to rapidly validate concepts based on research data.
- Managed detailed technical design handovers to engineering teams.
- Actively participated in cross-functional design workshops and ideation sessions, ensuring alignment around user-centred objectives.

Senior UX/UI Designer

Penfold Pensions | 2021 - 2022 (Contract)

Led end-to-end UX/UI design for Penfold's consumer (iOS, Android, Web) and new business products, collaborating closely with product management and internal engineering teams through all stages.

- Conducted user research, ideation, prototyping, and usability testing to validate and refine designs.
- Adapted and expanded Penfold's design system following a brand refresh and updated visual identity.
- Enhanced UX for critical user journeys including onboarding, retirement goal-setting, pension transfers, and portfolio exploration.
- Supported the launch of the AutoSave pilot scheme targeted at self-employed users, a collaboration backed by the Department for Work and Pensions (DWP).

Senior Product Designer

Globacap | 2019 - 2021

Oversaw UX/UI design for multiple SaaS platforms, including equity management and capital-raising products (B2B) and investment platform (B2C), owned critical journeys as the sole designer including issuer onboarding, share register management, equity scenario analysis, secondary share transfers, issuer dashboards, and HMRC web filings.

- Audited and rebuilt legacy design systems using atomic design principles, introducing new UX patterns and detailed documentation.
- Increased efficiency of prototyping and front-end development cycles by 30%.
- Applied Agile, Lean UX, service/enterprise design, and user-centred methodologies.
- Winner of Blockchain Project of the Year 2020 – FSTech Awards.

Lead UX/UI Designer

Primeholders | 2018 - 2019

Using Lean UX methodologies over a 6-month period, I laid the groundwork and delivered MVP designs for Traderoom, News Feed, Portfolio, Wallet, and additional key features.

- Acted as lead designer for BlockEx's white-label client, setting foundational design standards.
- Delivered a comprehensive style guide as the basis for a scalable design system.
- Created detailed user journey diagrams, wireframes, and high-fidelity interactive prototypes using Sketch and InVision.
- Managed seamless asset handovers to a front-end development team based in Sofia through a Zeplin HTML & CSS library.
- Conducted pre-handover demo and Q&A sessions to streamline the front-end development cycle and minimize implementation errors.

UX/UI Designer

BlockEx | 2017 - 2019

Managed UX/UI projects end-to-end, gathering requirements from stakeholders and product owners to design core journeys (KYC, AML checks) for white-label trading clients.

- Planned and designed user acquisition and monetization flows.
- Delivered landing pages for B2B and B2C segments.
- Created UI components (buttons, icons, menus) and interactive prototypes.
- Provided HTML & CSS style guides for developer handover.
- Collaborated closely with on-site and remote developers in Agile workflows.

Junior Designer

BlockEx | 2016 - 2017

As a junior designer, collaborated closely with internal and external marketing teams to transform creative briefs into impactful digital and print collateral.

- Designed and coordinated the production of print media, corporate collateral, and branded materials within set budgets.
- Managed, maintained, and regularly updated an extensive graphical asset library for both web and print use.
- Created visually engaging pitch decks, newsletters, and annual reports to support business development and stakeholder communications.
- Assisted the mid-weight designer in developing mobile user journeys, interface designs, and UI components.

Education

BA GRAPHIC COMMUNICATION DESIGN | '15-'16
University of Wesminster

HND INTERACTIVE MEDIA | '13-'15
London College of Contemporary Arts

BTEC LEVEL THREE INTERACTIVE MEDIA | '11-'13
Bromley College of Further Education

BTEC DIPLOMA DIGITAL APPLICATIONS | '08-'10
Haberdashers Aske's Knights Academy

UI Skills

RESPONSIVE WEB DESIGN + IOS & ANDRIOD
DESIGN SYSTEMS MANAGEMENT
LOW/HIGH FIDELITY PROTOTYPING
HTML / CSS / JAVASCRIPT / REACT
SWIFT / KOTLIN
INFORMATION ARCHITECTURE
DATA VISUALISATION

UX Skills

HEURISTIC EVALUATION
USER JOURNEYS/FLOWS & PERSONAS
COMPETITOR / DATA ANALYSIS
USER RESEARCH / TESTING

Toolkit

| | | | |
|----------|--------|--------------|------------------|
| FIGMA | FRAMER | CONFLUENCE | HOTJAR |
| SKETCH | ZEPLIN | ADOBE CC | FINTECH INSIGHTS |
| ADOBE XD | JIRA | USERZOOM | STORYBOOK |
| AXURE RP | MIRO | REACT NATIVE | |

Methods & Principles

AGILE - SCRUM & KANBAN
LEAN UX & USER CENTERED DESIGN
SERVICE/ENTERPRISE DESIGN THINKING
GOVERNMENT DESIGN PRINCIPLES
MATERIAL DESIGN & HUMAN INTERFACE GUIDELINES
ATOMIC DESIGN SYSTEMS / TOKENS
ACCESSIBILITY GUIDELINES / WCAG 2.2