





Introduction


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.

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Experience

UI & Accessibility Consultant

Lebara Mobile | 2025 - Present (Contract)

- Supported day-to-day UI design during a full brand and visual identity overhaul, working across the UK and four European markets (France, Germany, Denmark, and the Netherlands), while embedding accessibility from the ground up in line with the European Accessibility Act (EAA) and played a key role in shaping and scaling the design system with accessibility as a core foundation.
- Provided UI and accessibility consultancy, driving compliance with WCAG 2.1 / 2.2 and EAA requirements.
 - Conducted accessibility audits, heuristic evaluations, and usability reviews using assistive technologies.
 - Ran accessibility workshops and training sessions, educating designers, developers, and product managers on inclusive design and accessible UI patterns.
 - Advised teams on accessible component design, semantic HTML, and design-system best practices.
 - Produced accessibility documentation, annotated designs, and remediation guidance to support accessible development and QA testing.

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 and customer info. I designed and optimised 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.

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. As the sole designer, the UX patterns I established have now reached 24 countries globally, enabling \$600m in secondary transactions and 150+ capital raising transactions within the ecosystem since launch. The designs I lead, are also white-labeled by the JSE to launch a SME funding platform in South Africa.
- 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 monetisation 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 senior 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 Contempary Arts
- BTEC LEVEL THREE INTERACTIVE MEDIA | '11-'13
Bromley College of Further Education
- BTEC DIPLOMA DIGITAL APPLICATIONS | '08-'10
Haberdashers Aske's Knights Academy

Awards

- Best Digital Financial Inclusion Initiative
Global Retail Banking Innovation Awards 2024
- Blockchain Project of the Year
FSTech Awards 2020

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 FIGMA MAKE
- 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 / EAA