

A logical problem-solver who applies design and research to analyze, connect, and create cohesive, impactful solutions.

## Education.

**Southampton Solent University**  
BA (Hons) Graphic Design

**Carshalton College**  
Software Engineering

**Google**  
Google UX Design

**Neilson Norman Group**  
Measuring UX and ROI

## Tools & Proficiencies.

Figma  
Adobe Suite  
HTML/CSS  
Javascript (Beginner)  
GPT/Midjourney  
Vercel/Claude

WordPress  
Elementor  
Webflow  
Google Analytics  
Google Tag Manager  
Hotjar  
Maze / Ballpark  
Dovetail  
~~Invision~~  
~~Adobe XD~~

User Interviews  
User Testing  
User Flows  
Persona Gen  
UX Strategy

## Experience.

**Marcura / ShipServ** B2B Maritime Procurement UX Designer  
May 2022 - Present

- Worked as a Junior Product Designer, supporting platform team with design solutions and improvements.
- Progressed to mid-level role, taking full ownership of design briefs and managing projects from end-to-end, including strategy, user research, testing, and solution delivery.
- Created Lighthouse Design System.
- Created multiple new solutions & product features & enhancements.
- Performed user research & user testing solutions.
- Kickstarted Initiatives to enhance UX design process maturity.
- Created ShipServ UX strategy guidelines.
- Introduced data tagging and tracking.
- Introduced product requirements documents.
- Proposed concept of a beta environment.
- Introduced quarterly platform scoring using SUS and CSAT metrics.
- Actively engaged in design process and strategy, contributing to a holistic UX approach.
- Adopting AI tools to empower our UX Process

**EVA International** Digital Designer  
May 2018 - May 2020

- Designed four quarterly aviation magazines.
- Created a standardized magazine style guide, still in use today.
- Streamlined the content delivery, editing, and proofing processes to improve efficiency and reduce miscommunication.
- Revamped the digital magazine creation and distribution process.
- Led a full website redesign, transitioning to WordPress.
- Enabled faster article uploads, improved SEO, and enhanced website performance, setup Google Tag Manager, gathered tracking data.

**Freelance** Multidisciplinary Designer  
Jan 2018 - May 2022

- Worked as a freelance multidisciplinary designer, delivering over 50 design briefs.
- Projects ranged from print to digital design.
- Created numerous websites for local businesses.
- Employed a wide variety of techniques and strategies tailored to each brief.