

Profile

Digital designer with experience designing and delivering projects end to end. Background in product design and AR/VR, with strong UX, graphic design, and systems thinking skills. Comfortable working with engineers and using data and feedback to improve user journeys.

Experience

<u>Web Designer (Contract)</u> Panmure Liberum — London Feb 2026 – Present	• Leading the end-to-end redesign of a corporate website in collaboration with engineering and communications teams • Defining structure, user journeys, and visual direction across the site • Delivering wireframes, prototypes, and high-fidelity UI, while building the front-end using HTML, CSS, and JavaScript
<u>Freelance Motion Designer</u> Dec 2025 – Mar 2026	• Designed animated visual backdrops for a live classical music performance, collaborating with organisers and delivering to strong client feedback.
<u>Director/Designer</u> DonkeyJobs — London Sep 2020 – Sep 2024	• Designed and owned a customer-facing web product from concept to launch • Led UX across acquisition and conversion, improving journeys through iteration and feedback • Delivered wireframes, prototypes, and high-fidelity UI balancing user, business, and technical needs
<u>Freelance Designer</u> Twelve Studio — London Sep 2022 – Aug 2023	• Contributed to high-profile international design projects, producing layouts and assets within established brand systems.

Education

<u>MA - VR and AR UX Design - Distinction</u> Goldsmiths Sep 2024 – Sep 2025	<u>BSc - Product Design - 2:1 (honours)</u> University of Brighton Sep 2017 – Sep 2020
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Awards

- Best Narrative Award Nanjing Digital Heritage - 2025
Best AR Project Award Goldsmiths University - 2024
Fred Maillardet Product Design Breakthrough Award - 2019

Skills

UX & interaction design · Graphics & layout · Illustration · User journeys · Wireframing & prototyping · UI design · Analytics-informed design · React / Next.js · HTML · CSS