

Professional Summary

Multifaceted UX/UI Designer and Front-end Developer with 3+ years in non-profits and e-commerce, combined with 12+ years as a commercial photographer and art director leading digital projects for B2C luxury fashion e-commerce. I'm now seeking a full-time opportunity to leverage my diverse skills in creating accessible web and app experiences, surfacing data insights, streamlining user journeys, prototyping in Figma, and building designs with HTML/CSS in VS Code.

Skills

Design & Prototyping:

- UX Design & Strategy
- UI Wireframing & Prototyping
- Design System & Accessibility

Research & Analysis:

- Competitor Analysis • Online Surveys
- Personas • Usability Testing • Interviews
- Journey maps, User flows & IA

Software Tools & Development:

- Figma, Sketch, Adobe CC, Axure
- InVision, Keynote, Miro
- Dev: VSCode (HTML5, CSS3, JS)

Experience

UX/UI Designer & Web Developer

Apr 2024 - Present**Eat Breathe Thrive** | Freelance | Remote

- Enhanced UX strategy and website usability for Eat Breathe Thrive a non-profit supporting eating disorder recovery.
- Led Squarespace 7.1 migration, restructuring pages and replacing outdated code to improve site performance.
- Conducted user research and developed personas to optimise content discovery and address pain points.
- Facilitated design workshops to refine user flows, navigation, and content hierarchy, with Figma prototypes.
- Integrated assistive technologies for WCAG 2.1 AA compliance with API integration.
- Delivered a comprehensive developer handover for smooth implementation.
- Achieved a 7% increase, totalling 6,800 monthly page views.

UX/UI Designer & Web Developer

Mar 2024 - Present**Phoenix Cultural Centre** | Freelance

- Led the digital transformation of the Phoenix Cultural Centre CIC website, migrating from WordPress to Squarespace to enhance UX, accessibility, security and community engagement for an arts and events hub.
- Conducted workshops, interviews, and persona research to identify business needs and pain points, improving retention.
- Merged three sites into one, streamlining user flows, navigation, branding, and ticket sales.
- Delivered designs, wireframes, and prototypes in Figma, optimising UX and site structure.
- Implemented accessibility features (text resizing, magnification, screen readers, keyboard navigation) for inclusion.
- Eliminated security risks with Squarespace's built-in protections and security measures.
- Boosted engagement with a +13% in site traffic (3,800 new users) and a 17% rise in donations.
- Explore the redesigned website [here](https://www.phoenixculturalcentre.org.uk/). <https://www.phoenixculturalcentre.org.uk/>

UX/UI Designer

Jan 2022 - Mar 2024**Kedgerree Design** | Part-time

- Developing the e-commerce experience for eco-friendly B2C start-up Kedgerree Design.
- Conducted qualitative research to identify insights and opportunities for potential growth avenues.
- Collaborated with the product owner to improve front-end Shopify functionalities.
- Optimised product categories through card sorting and mapped user journeys into wireframes and prototypes.

Experience Design / Photography Manager

May 2018 - May 2020

Maison Bmore Dubai UAE | Full Time

- Shaped product experience and visual language for an e-commerce startup, managing visuals for 150 luxury brands.
- Developed a photography studio, led team training, and optimised processes to meet daily KPIs.
- Defined objectives, workflows, and budgets; art-directed creatives and produced marketing assets.

Commercial Stills Photographer / Art Director / Editor & Retoucher

Aug 2011 - Jan 2019

Self-Employed | Contract (Various)

AMAZON UK / [Tom Ford](#) / [Ounass](#) / [Selfridges](#) / [Harvey Nichols](#) / [Kurt Geiger](#) / [John Lewis](#) / [M&S](#) / [KIKO](#) / V&A / [FILA](#).

- Conceptualised, produced, and delivered high-impact imagery for luxury e-commerce brands, high-street retailers, and B2C startups across London, Europe, and the Middle East.
- Partnered with clients to develop creative content, managed set builds, equipment, freelance team hires, and curated style guides to streamline workflows and processes.
- Proficient in advanced camera technology and software, including Adobe CC and Capture One.

Key Contracts

Amazon UK | Photographer (Jan 2015 – Jun 2017)

- Contributed to the launch of Amazon Studios London, and photographed model fashions consistently exceeding KPIs.

Selfridges London & Harvey Nichols | Photographer (Feb 2015 – Feb 2017)

Produced high-volume model and product imagery for luxury brands, consistently exceeding daily performance targets.

Spring Studios | Stills Photographer (Aug 2012 – Jul 2015)

- Executed high-quality product photography visuals across diverse brands like Tom Ford, M&S, and KIKO Cosmetics.

Education & Training

Education:

- **Professional Diploma in UX Design**, UX Design Institute - Glasgow Caledonian University (Jul 2023).
- **BA Hons Degree in Photography**, University for the Creative Arts Farnham (2006-2009).

Online Courses + Certification:

- **EDX W3Cx Accessibility Training** (2024)
- **Figma Advanced Training** (2024)
- **UX Writing & Agile Documentation** (2022)
- **JavaScript & Code-Based Integrations** (2022)
- **UI & UX Development with Figma** (2021)
- **HTML, CSS & Bootstrap** (2020-2021)
- **Illustrator Essentials Training** (2020)
- **Webflow UI Design & Web Training** (2020)

References available upon request
