

SUMMARY

As a strategic UX designer with over 5 years' experience, I develop impactful solutions through a user-centered and data-driven approach to balancing business goals with user needs. At UX Playground, I'm a co-author of a multisensory design project and have utilised AI to develop a framework for efficient article publishing. Previously, I redesigned Smartology's analytics dashboard to optimise campaign management, which supported their goal to increase growth.

SKILLS

DESIGN

Content strategy,
Journey mapping, Personas,
Prototyping, Storyboarding,
User-centered design, User flows,
User interviews, User research,
Usability testing, Wireframing

TOOLS

Adobe Illustrator,
Adobe Photoshop, Adobe XD,
Affinity Suite, Airtable, Figma,
Google Suite, Miro, ProtoPie

AI: ChatGPT, Claude, Copilot,
Perplexity, Stable Diffusion

TECHNICAL

Bootstrap, CSS, Git, HTML,
Markdown, Wix, WordPress

PROJECT MANAGEMENT

Agile, Confluence, Jira, Kanban,
Scrum

WORK EXPERIENCE

UX PLAYGROUND

- **Product Designer** | Dec 2019 - Present
 - Developed personas and journey maps in Miro to optimise the speaker management process. Mapping the end-to-end journey established a structured process for proposals, teams/stakeholder meetings, and event facilitation. Utilised personas to define roles and touchpoints to provide clarity and improve collaboration for everyone involved.
 - Created low-fidelity wireframes in Adobe XD for UX Playground's redesigned website. Applied a content-first framework, which enabled efficient exploration of multiple design concepts and team review. This process resulted in faster decision-making for pages to be built on Wix.
 - Mapped design course user flows in Adobe XD, identifying key onboarding steps like registration and payment. Provided recommendations to the founder for efficient development, considering feasibility and cost.
 - Developed a framework utilising AI (Claude, Perplexity) and Figma to optimise research and ideation. This streamlined content creation for our multisensory design articles.
 - Redesigned and launched UX Playground's in-person UX design course into an online format. Led all phases of technical product development, from initial user research through final launch. This included integrating tools like Miro, Notion, Stripe, and Mailchimp to enable the remote delivery and marketing of the online course.
 - Partnered with the founder to strategise and create educational content in multiple formats such as events and articles, to effectively engage the community.

- **UX Designer** | Jul 2018 - Dec 2019

- Developed three high-fidelity interactive smart device prototypes integrating software like Adobe XD, ProtoPie and hardware components. My solutions were showcased at Adobe MAX LA 2018 to demonstrate XD's advanced prototyping features and generate interest in its adoption across broader markets.
- Analysed quantitative event data for strategic community planning. Event metrics include attendance and Q&A activity to assess overall user engagement. Comparisons of different event formats and topics provided insights into audience interest for improving future community offerings.
- Conducted competitor analysis and market research for a UX course pricing strategy in Airtable. Key insights informed pricing recommendations based on course format, duration, and delivery.
- Designed a series of presentation decks to explore design and technology topics for international events such as Berlin Design Week and Brand Week Istanbul. This led to collaboration with Vanquis Bank and Kindred Group, which further expanded the company's global reach by growing the community.

SMARTOLOGY

- **UX Designer** | Feb 2018 - Apr 2019

- Led ideation workshops with key internal stakeholders to generate new ideas for optimising our client reporting process. This collaboration aligned the team and established a user-centered process for the dashboard redesign project, prioritising user needs over assumptions.
- Interviewed end users to gain qualitative data on opportunities for task automation. Key insights highlighted inaccurate data and manual tasks as major challenges, which directly informed the redesign of a dashboard optimising data access for the team.
- Collaborated with a lead developer to conduct usability testing on a screenshot tool for optimising client campaign reporting. Gained positive end user feedback that highlighted improved workflow, which led to a full feature release on our dashboard.

- **Front-end Developer** | Nov 2014 - Feb 2018

- Developed the company's WordPress website with consistent branding and established a streamlined process for sales and marketing teams to publish blog posts.
- Managed over 60 client advertising campaigns and built over 2000 creative ads. The process includes research, creating mockups, managing client feedback, building, and testing.
- Collaborated with front-end developers to critically evaluate ad campaigns through peer reviews before launching on media publishing websites such as the Financial Times, BBC, and Bloomberg.

EDUCATION & TRAINING

- **Project UX 2.0**

UX Playground | Aug 2017 - Jun 2018

- **Master of Arts (MA) in Web Design & Content Planning**

University of Greenwich | Sep 2012 - Jul 2014

- **Bachelor of Science (BSc) in Computer Science**

Queen Mary, University of London | Sep 2007 - Jul 2010