

Employment History

User Experience Director **Exient**

January 2014 – Present
📍 Leamington Spa, UK & Malta

- Provided leadership and mentoring for user experience, user research, interaction design, visual communication, user behaviour and design best practice
- Produced deliverables such as user journeys, experience maps, working prototypes, usability reports and wireframes
- Defined UX processes and methods to foster a creative, collaborative and consumer-centric UX culture across all the Exient studios

Lead Web/UX Designer **Codemasters Software**

June 2011 – January 2014
📍 Southam, UK

- Led the user experience design across multiple products for web, mobile and games
- Took designs from simple prototypes to full production ready interfaces
- Conducted focus groups and observing usability testing

Freelance Contract **Zukido**

April 2011 – June 2011
📍 Birmingham, UK

- Provided user experience design for mobile gambling applications

Creative Director **Vizwoz**

July 2007 – April 2011
📍 Birmingham, UK

- Led a creative team to create a multiplayer online game providing creative and UX direction

Lead Designer **School Stickers**

May 2006 – July 2007
📍 Birmingham, UK

- Developed a website for children to collect school rewards online

How I do it

- ✂ Prototypes
- 📍 User journeys
- 👤 Personas
- 📄 Wireframes
- 🖍 Doodles
- 🔍 User research
- 🗣 Copy writing
- 👁 Visual design

Tools

- Illustrator
- Photoshop
- Invision
- After Effects
- Unity
- Programming

Education

BA (Hons) Product Design University of Central England

Diploma Multi-Discipline Design Sutton Coldfield College

A bit about me

- ✂ Design
- 📷 Photography
- 📖 Books
- 🚲 Bike
- 🌿 Yoga
- 🍷 Guinness