



I am a Product Designer and Strategic Creator with over 14 years of experience in branding, product design, augmented reality (AR), and projection mapping for large-scale events.

I focus on user-centred solutions that combine creativity with technology and I enjoy mentoring design teams.

SKILLS

Leadership

Strategic Thinking
Product Management
Stakeholder Management
Mentorship
Hiring / Team Building
Agile / Lean Methodologies
Cross-Team Collaboration
Workshop Facilitation

UX Design

Customer Journeys
Problem Solving
Prototyping
User Research & Testing
Accessibility Design

Visual Design

UI
Creative Design
Brand Design
Art Direction
Photo Editing / Manipulation
Design Systems
AR, VR & XR Experience Design
Motion Graphics
Print / Packaging Design
Editorial Design

Technical

AR, VR & XR Tool Design
Video Sequencing Tool Design
AI Prompting
Adobe Suite
Figma

Latest Case Studies

Recommendations

EXPERIENCE

Disguise | Product Experience Lead 2023 – Present

- I led the design of a 3D tool for projection mapping and video sequencing, enhancing the platform's capabilities for large-scale LED screens used in live events.
- Defined and proposed solutions for managing Disguise's product ecosystem, enhancing integration and ensuring alignment across tools and workflows.
- I fostered strong partnerships between developers, UI designers, and stakeholders to streamline collaboration across the Cloud Solutions team.
- I earned recognition for clear communication and practical problem-solving, improving design coherence and responding effectively to user feedback.

Zappar | Lead Designer 2021 - 2023

- I managed and mentored the Zapworks design team, overseeing UX/UI design and brand consistency for five Zappar brands and XR tools.
- I led the creation of a new AR content creation tool, enhancing user engagement and simplifying workflows.
- I played a key role in product strategy, ensuring immersive experiences were delivered for top-tier clients.

Zappar | Product Designer 2018 – 2021

- Hired as the first UX Designer, I established foundational user experience practices and developed tools that transformed AR content creation for global brands.
- I designed user interfaces for Zapworks CMS, making it easier for creators to manage projects.
- Through user research and iterative testing, I identified pain points, enhancing usability and driving platform adoption.
- I created Zappar's first design system for product consistency and collaborated with teams to deliver user-focused solutions that align with business goals.

Quidco | UX Designer (Contract) 2018

- Improved the website and admin system with human-centred design.
- Collaborated with marketing to combat ad blindness.
- Developed a unified Design System for brand consistency.

Luckies | Product Designer 2012 - 2017

- Contributed to every stage of product development for consumer goods, from ideation to production.
- Designed successful products such as the Scratch Map and Smartphone Projector using a user-centric, iterative design process.
- Delivered high-quality prototypes and MVPs that informed final production, consistently exceeding client expectations.

EDUCATION

General Assembly | Immersive UX Design Course 2017

Shillington College | Design Course 2010 - 2011

ETIC (School of Technology, Innovation and Creation) | BA Visual Communication 2006 - 2009