



## PROFESSIONAL SUMMARY

An accomplished Salesforce certified Sr. UX / UI Designer with 10+ years of experience working on a breadth of projects, including for the MoD, GSK, HSBC, Clydesdale Bank, Accenture and the AA. I leverage design thinking in my work to help shape the development of products and services based on user needs and to drive the best user journeys based on insights. Extensive background in playing a pivotal role in delivering best-in-class products through innovative approaches, and supporting projects through full lifecycles to achieve all core aims.

## KEY SKILLS

- Strong UX / UI skills with experience over many years in putting the customer journey at the heart of propositions.
- Salesforce Certified UX Designer.
- Deep understanding of the principles of user centred design to create solutions aligned with needs / expectations.
- Expertise in User Story Mapping, Ideation, Conceptual design, Information architecture, Interaction design and visual design.
- Understanding of information design and usability principles and standards, with the ability to utilise tools to undertake data analysis, gather user research and insights, validate hypothesis / outcomes and produce wireframes / prototypes.
- Evaluating and optimising web-based applications to improve ease of usability and deliver the best user experiences, including across the iOS and Android platforms.
- Originating concepts and layouts for interfaces including all aspects of UI Designing, with an innate awareness of the principles of typography and colour theory to create visually appealing designs.
- Working on projects through full project lifecycles in accordance with best practices, with strong knowledge of the SDLC and Agile / Waterfall methodologies.
- Ensuring user interactions with final solutions conform to overall project aims and objectives, and working as part of business and technical teams to ensure all outputs meet briefs and requirements.
- Technical proficiency in Figma, Sketch, Axure, Adobe XD, Photoshop, Illustrator, Premiere Pro, UI Testing, Sharepoint, Power BI, Oracle Apex, Canvas, Salesforce Lightning Design System (LDS), HTML 5, CSS 3, Invision, Git, Bitbucket, Miro, Jira, JavaScript, JS frameworks, React, Interwoven TeamSite and Sitecore.

## CARRER TO DATE

### UX UI Designer | ERP Tech Solutions.com (Nov 2023 - Till Date) - Freelance

- Conducted workshops, user research to understand the needs, preferences, and user pain points.
- Defined Information Architecture and sitemap.
- Redesigned entire user journey, reduced complexity and improved the efficiency of user interactions.
- Identifying & solving the user pain points and UX Issues.

- Organising and structuring information in a way that is easily accessible and understandable by Sharepoint users.
- Defined the visual elements of the interface, including colours, typography, icons as per Sharepoint standards.

### **UX UI Designer | Haleon (June 2023 - Nov 2023)**

- Worked on a project which sought to empower the pharmaceutical organisation with user friendly interfaces.
- Gained a solid understanding of sales / promotional data and liaised closely with relevant stakeholders to understand specific needs and requirements.
- Conducted user interviews to identify user pain points and preferences, in order to provide the best design solutions to streamline user journeys.
- Gained user feedback which indicated a notable increase in overall satisfaction with the final solution.
- Played an instrumental role in converting to dashboards with real-time data updates and interactive features, which created great impact, notably with respect to an increase in the number of users.

### **UX UI Designer | Ministry of Defence - MOD (Nov 2022 - May 2023)**

- Supported the creation of user-friendly digital systems and interfaces for Army personnel to perform day-to-day tasks.
- Facilitated UX / UI design workshops for discovery, ideation and experience mapping to understand needs clearly.
- Conducted user research to Identify & solving the user pain points and UX Issues.
- Devised wireframes, prototypes and visual design concepts for passing on to development teams.
- Aligned with dev team to understand the Oracle Apex Design system principles and provided required components and design solutions as per Apex design guidelines.
- Developed functional designs to delight and engage end users in line with expectations, with a focus on designing navigation menus and clear information hierarchies.
- Collaborated with cross-functional teams including Developers, Project Managers and military stakeholders, to ensure that user experiences aligned with core aims and objectives.
- Streamlining processes and reducing errors increased the usage of applications by end users, and achieved cost savings by optimising resource allocation and minimising the need for manual intervention.

### **UX UI Designer | GSK (May 2021 - Oct 2022)**

- Operated within the Data Innovation Team and worked on the design of business dashboards in Power BI.
- Understood business reports, sales, promotions and other business information to overhaul existing dashboards and create intuitive new designs in close liaison with Data Analysts and Developers.
- Translated data from Power BI in to graphical representations as wireframes, prototypes, charts and graphs.

- Performed research into the optimal look and feel of dashboards to couple great design with ease of usability.
- Conducted demos on final solutions, gathered feedback from users and drove continual improvement.

### UX UI Designer | HSBC (Jan 2021 - Apr 2021)

- Led on the design of the UX / UI for a new product called 'Digital Vault', which was aimed at creating a centralised platform for HSBC customers to access, share and download documents from a single place.
- Conducted user research to understand user needs / behaviours and translated concepts into user flows, wireframes, mockups and prototypes.
- Undertook customer journey mapping to visualise the end-to-end customer experience and drove refinements of new designs based on user feedback.
- Made strategic design decisions on core and new functions / features in liaison with BA's and Product owners.
- Played a key role in the final solution contributing to higher satisfaction amongst HSBC users.

### UX UI Designer | Greensill (Nov 2018 - Dec 2020)

- Undertook work for a company which specialised in supply chain finance, structured trade finance, working capital optimisation, specialty financing and contract monetisation, and held responsibility for overseeing all aspects of UX and the design of products – achieved significant impact with respect to user satisfaction levels..
- Led on creation of the UX vision / strategy, storyboard design, design standards and patterns for applications.
- Held involvement in conceptualisation, development and implementation of a comprehensive design system.
- Designed wireframes and interactive prototypes to visualise the end applications.
- The redesigned products led to increased user engagement, with users finding it easier to complete tasks and access relevant information.

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### EARLIER CAREER SUMMARY

UX UI Designer - Automobile Association (AA.com)

UX UI Designer - Fujitsu

UI Designer - Clydesdale Bank

UI Designer - Automobile Association ([AA.com](https://www.aa.com))

UI Designer - Accenture

### EDUCATION

**Bachelor of Fine Arts in Visual Communication**

Jawaharlal Nehru Technological University.