

ADDITIONAL INFO

Address
Bristol, United Kingdom

PERSONAL PROFILE

Creative and user-focused Product Designer with over 6 years of experience designing intuitive and innovative enterprise solutions. Skilled at bridging design and development through strong systems thinking, accessibility-first design, and a deep understanding of Material 3 principles. Passionate about pushing creative boundaries while ensuring practical, scalable, and user-first outcomes.

WEBSITE & SOCIALS

[Portfolio](#) - [LinkedIn](#)

SKILLS

User experience design
Prototyping
System thinking & pattern libraries
UI/UX research and testing
Brand illustration systems
Documentation of design systems
Figma
Adobe Creative Suite
Material 3 design system
Web accessibility (WCAG) standards
Motion design & video
HTML/CSS/React

WORK EXPERIENCE

Senior Product Designer, BrightHR, Manchester, UK, 2020 - Present

Led the redesign of payroll and HR management products, ensuring seamless user experiences across web and mobile platforms. Collaborated with front-end developers to build Material 3-compliant components and introduced an accessibility-first approach.

- Improved accessibility scores by 25% through design audits and updates.
- Delivered motion design prototypes to communicate new onboarding flows, reducing user confusion and support tickets by 30%.

Product Designer, TechPeople Solutions, London, UK, 2016 - 2019

Worked on enterprise SaaS platforms with a focus on user-centric design and innovative product experiences. Documented and evangelised the internal style guide and component library. Conducted user testing and interviews with 100+ clients to inform design decisions.

- Designed intuitive dashboards for HR & compliance products, increasing client adoption by 18%.
- Delivered prototype landing pages that helped clients increase conversion rates by up to 20%.

EDUCATION

BA (Hons) Product Design University of the West of England, Bristol, 2014

COURSES & CERTIFICATES

Web Accessibility Standards (W3C, 2021)
Figma Advanced Prototyping (2020)
Adobe Creative Suite Masterclass (2019)