

EDUCATION

Master's in Design

September 2016 - September 2017

I was invited to join the MA Design program at Northumbria University despite not having a Bachelors degree due to my experience, portfolio and references. I graduated in 2017 with a Commendation having focused on UX & responsive design.



SHORT NOTES

- 13+ years professional design experience
- 20 years hands-on with design tools and digital design
- Lead designer on 3 shipped mobile apps (0→1)
- Mentor: ADPList Supermentor (x2), Top 100 Mentor (x3)
- Extensive Fintech and AI product experience
- Design systems contributor

EXPERIENCE

Senior Product Designer @ Multiply AI

September 2022 - August 2026 (Remote)

Hired to lead product design for an AI-driven financial advice platform, covering adviser-facing planning workflows and a white-label digital advice product used by top firms. Partnered closely with Head of Product and engineering to ship end-to-end features from discovery through to detailed UI specification. With a mission of making financial advice clearer and more accessible for everyday consumers and investors, I helped to drive the platform to over 1,000,000 personalised recommendations, an 85% reduction in cost-to-serve, and savings of up to 9 hours in onboarding time per case.

Design Mentor @ ADPList

April 2022 - June 2025 (Remote)

Helping designers and creatives with advice, support, portfolio and CV reviews, mock interviews and anything in between. Over 10,000 minutes volunteered with people in 25 different countries. Awarded as supermentor twice and Top 100 mentor 3 times. Helping many people get jobs or find their feet. My approach to leading is the same as mentoring: give people clear context and real autonomy, stay close enough to unblock them, and let ownership sit with them rather than me.

Product Designer @ Tred

May 2021 - September 2022 (Leeds, UK)

Tred is a sustainable alternative to traditional banking, helping customers understand and reduce their carbon footprint. As the only designer, I owned the end-to-end experience across app, card design, website, and brand. I worked closely with engineers and stakeholders to ship Beta and iterate post-Beta designs within 12 months. At the time I left, the app had reached 1,400+ users with a waitlist of 30,000+ subscribers.

Freelance Designer

June 2012 to May 2021 (Leeds, UK)

Ran a freelance practice for ~9 years (full-time for 6), delivering UX/UI and product design across startups, SMEs, and entrepreneurs—spanning apps and websites from early concept to launch. Regularly worked hands-on in delivery with developers, shaping scope, flows, and polished UI to ship practical, usable products.

Product Designer @ Kachinga

October 2018 to December 2020 (Remote)

First designer for Kachinga's AI-powered platform focused on improving family financial literacy. Designed the end-to-end mobile experience for allowances, chores, and parental controls, paired with a secure kids debit card. Led UX, UI, and key product flows across the app, which reached 15,000+ users and strong online reviews.

Designer & Developer @ The Space People (now Begin)

January 2015 to July 2015 (Leeds, UK)

Worked across web design and development plus selected print/ad work, including early people-management responsibility. Key clients included Leeds United F.C. and the Pernod Ricard drinks group. Role ended early after relocating to California to support the launch of a startup.

Junior Creative (Internship) @ The Charles NYC

June 2014 to August 2014 (Manhattan, USA)

Hybrid designer/developer supporting live client projects for brands including Bloomberg Media and Lollapalooza. Designed and helped build an internal site for agency use, and contributed to web design, ads, and pitch work.

Junior Designer @ Home Agency (now IMA-HOME)

May 2013 to July 2014 (Leeds, UK)

First full-time role as a junior digital designer. Worked across design and production with developers and account teams, including a 3-month stint in the dev studio to strengthen build knowledge. Clients included ASDA, Co-op, and Jet2.