



Innovative Lead UX Designer

Delivering impact through Human-Centred Design

Creative problem solver with over a decade of experience crafting user-focused digital solutions. A proven leader in driving strategy, mentoring design talent and aligning user needs with business goals to deliver measurable success. Founded BRUXM to transform the Midlands into a design powerhouse.

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QUALIFICATIONS

MSc International Business
Aston Business School

BSc Computing & Management
Loughborough University

Design Immersive
General Assembly

Certified Scrum-master

SKILLS

- Design Thinking & Leadership
- User Research & Testing
- Wireframing & Interactions
- Coaching & Mentoring
- Agile & Lean UX

TOOLBOX

- Figma
- GOV UK GDS
- Miro
- Adobe
- Notion

CLIENTS

- Pallet-Track
- DAZN
- Bank of England
- Dept. for Education
- Nationwide
- PSA Groupe
- HMRC

ASK ME ABOUT

- Formula 1 & Snooker
- Spotify Connect
- Gadgets & Gaming
- Travel & Food
- Golf & Badminton
- Design & Aesthetics

What are your Key Achievements?



Founder | BRUXM - UX in Brum | Aug 2024 - Present

- > Founded Birmingham's first dedicated UX community, BRUXM, to foster collaboration, professional growth and design innovation.
- > Organised regular workshops and events, built strategic partnerships with local organisations and created an inclusive platform for mentorship and knowledge-sharing, positioning Birmingham as a thriving hub for UX excellence.
- > Grown from 0 to over 50 active members in the first month.



Lead UX Designer | AND Digital | Sep 2022 - Present

- > Implemented UX strategies for a variety of clients, advocating for user needs while educating clients on the ROI of UX design.
- > Led numerous discoveries, collaborated with cross-functional teams and delivered high-quality design assets, including design systems, prototypes and UI designs.
- > Mentored designers, established and led the UCD Guild and contributed to the standardisation of design practices as an active member of the XD Chapter.



Lead UX Designer | Accenture | Aug 2021 - Sep 2022

- > Led the UX redesign for the UK's Real-Time Gross Settlement (RTGS) system, which processes over £750 billion in transactions daily for the Bank of England.
- > Collaborated with cross-functional teams to enhance the usability and resilience of this critical infrastructure, which settles high-value payments for over 30 financial institutions.
- > Created the design system and interface, ensuring compliance with strict operational and regulatory standards whilst supporting the processing of over 500,000 CHAPS payments annually.



Senior Consultant | IBM iX | Sep 2011 - Jul 2018

- > Played pivotal roles on several complex programmes, most notably Nationwide's flagship Next Generation Banking Application.
- > Collaborated with cross-functional teams to design and deliver a multi-platform solution that aligned with business objectives and enhanced customer experiences.
- > IBM's strategy was pivotal to the app's success, achieving over 1.4 million downloads and 800,000 active users by October 2014, and trending as the UK's number one finance app on launch day.

Other Experiences

- Director | **pre.spective LTD** | May 2017 - Present
- Principal UX Designer | **Methods Consulting** | Nov 2020 - Jul 2021
- Senior UX Designer | **Version 1 Consulting** | Jan 2020-Jul 2020
- Senior Digital Consultant | **Summit Media** | Aug 2018 - Jul 2019
- Data Analyst | **Citi Private Bank** | Mar 2010 - Mar 2011