

## EXPERIENCE

### UI/UX Designer

Urban Jungle Insurance | Sep 2021 - Present

- Designed data lead solutions for new products and features and looked after the design eco-system.
- Owned the end-to-end design process ensuring there was user-centric design thinking throughout by planning workshops and getting the wider team involved with the early ideation process.
- Ran user research projects and created tools that helped us understand our customers and find actionable tasks.
- Supported other teams with visual design production. Including various creative marketing outputs and external pitches.

### Digital and Marketing Assistant

Bright Futures 4 All | Apr 2021 - Sep 2021

- Collaborated with the founder to create polished branded presentations that led to funding and donations.
- Led a digital re-design project and created a marketing strategy that boosted online reach by 76%.
- Supported other departments with creative and practical ideas and helped introduce remote working tools on a budget.

### Digital designer

Freelancer | Jun 2020 - Aug 2021

- Produced a comprehensive pack of animated social content, print posters and stickers for a new theater company
- Collaborated on the ideation, research and wireframing of yearly concepts for a B2C reselling app - Oranda
- Worked for fellow creatives to produce self-marketing packages with business cards, email templates and other printed materials for them.

#### User-centric

Able to empathise and balance different user needs

#### Inquisitive

Motivated to dig deep, ask questions and find solutions

#### Design nerd

Obsessed with design trends, processes and tools.

#### Agile

Flexibility to re-prioritise in fast paced environments

## EDUCATION

### BA Illustration and Visual Media

UAL | Sep 2017 - Jun 2020

- Gained an Adobe certification for motion graphics with work featured on the ‘2020 vision’ LCC show.
- First class thesis on the impact of gender and sexuality in animated shows.

### Digital Product Design Bootcamp

YSYS x Create Jobs | Nov 2020 - Jan 2021

- Learned the basis of Digital Product Design with industry professionals from Publicis Sapient and Spotify.
- Transferred visual design and customer skills to create an interactive prototype and conduct interviews.

## TOOL KIT

**Figma**  
Design and prototype experiences and interfaces

**LottieFile**  
Icon animation for websites and applications

**Google Analytics**  
Oversee product performance and collect data

**Adobe Creative Cloud**  
Illustration, animation, image and video manipulation

**Zeplin**  
Engineering collaboration, feedback and handovers

**Hotjar**  
Analysing and collecting user behaviour themes