

## SUMMARY

As a strategic Product Designer with over 5 years' experience, I develop impactful solutions through user-centered, data-driven approaches that balance business goals with user needs. At UX Playground, I co-author an article series on multisensory design and technology, having utilised AI to develop a streamlined publishing workflow. Previously, I redesigned Smartology's analytics dashboard, optimising campaign management to support their business growth.

## SKILLS

### Design

Content strategy,  
Journey mapping, Personas,  
Prototyping, Storyboarding,  
User-centered design, User flows,  
User interviews, User research,  
Usability testing, Wireframing

### Tools

Adobe Illustrator,  
Adobe Photoshop, Adobe XD,  
Affinity Suite, Airtable, Figma,  
Google Suite, Miro, ProtoPie  
  
AI: ChatGPT, Claude, Copilot,  
Perplexity, Midjourney

### Technical

Bootstrap, CSS, Git, HTML,  
Markdown, Wix, WordPress

### Project Management

Agile, Confluence, Jira, Kanban,  
Scrum

## WORK EXPERIENCE

### UX Playground

2018 - Present

#### • Product Designer (Dec 2019 - Present)

- Redesigned and launched UX Playground's in-person UX design course into an online format. **Led all phases of technical product development, from initial user research through final launch.** This included integrating tools like Miro, Notion, Stripe, and Mailchimp to enable the remote delivery and marketing of the online course.
- Developed **personas and journey maps in Miro to optimise the speaker management process.** Mapping the end-to-end journey established a structured process for proposals, teams/stakeholder meetings, and event facilitation. Utilised personas to define roles and touchpoints to provide clarity and improve collaboration for everyone involved.
- Created low-fidelity **wireframes in Adobe XD for UX Playground's redesigned website.** Applied a content-first framework, which enabled efficient exploration of multiple design concepts and team review. This process resulted in faster decision-making for pages to be built on Wix.
- Mapped design course **user flows in Adobe XD, identifying key onboarding steps** like registration and payment. Provided recommendations to the founder for efficient development, considering feasibility and cost.
- **Developed a framework utilising AI** (Claude, Perplexity) and Figma to optimise research and ideation. This streamlined content creation for our multisensory design articles.
- **Partnered with the founder to strategise** and create educational content in multiple formats such as events and articles, to effectively engage the community.

- **UX Designer (Jul 2018 - Dec 2019)**

- Analysed **quantitative event data for strategic community planning**. Event metrics include attendance and Q&A activity to assess overall user engagement. Comparisons of different event formats and topics provided insights into audience interest for improving future community offerings.
- Conducted **competitor analysis and market research for a UX course pricing strategy** in Airtable. Key insights informed pricing recommendations based on course format, duration, and delivery.
- Developed three high-fidelity interactive smart device **prototypes integrating software like Adobe XD, ProtoPie and hardware components**. My solutions were showcased at Adobe MAX LA 2018 to demonstrate XD's advanced prototyping features and generate interest in its adoption across markets.
- **Designed a series of presentations to explore design and technology topics for international events** such as Berlin Design Week and Brand Week Istanbul. This led to collaboration with Vanquis Bank and Kindred Group, which further expanded the company's global reach by growing the community.

## Smartology

2014 - 2019

- **UX Designer (Feb 2018 - Apr 2019)**

- **Led ideation workshops with key internal stakeholders to generate new ideas** for optimising our client reporting process. This collaboration aligned the team and established a user-centered process for the dashboard redesign project, prioritising user needs over assumptions.
- **Interviewed end users to gain qualitative data on opportunities** for task automation. Key insights highlighted inaccurate data and manual tasks as major challenges, which directly informed the redesign of a dashboard optimising data access for the team.
- Collaborated with a lead developer to conduct **usability testing on a screenshot tool for optimising** client campaign reporting. Gained positive end user feedback that highlighted improved workflow, which led to a full feature release on our dashboard.

- **Front-end Developer (Nov 2014 - Feb 2018)**

- **Developed the company's WordPress website** with consistent branding and established a streamlined process for sales and marketing teams to publish blog posts.
- Managed over 60 client advertising campaigns and built over 2000 creative ads. The process includes **research, creating mockups, managing client feedback, building, and testing**.
- Collaborated with front-end developers to **critically evaluate ad campaigns through peer reviews** before launching on media publishing websites such as the Financial Times, BBC, and Bloomberg.

## EDUCATION & TRAINING

- **Project UX 2.0**

UX Playground (Aug 2017 - Jun 2018)

- **Master of Arts (MA) in Web Design & Content Planning**

University of Greenwich (Sep 2012 - Jul 2014)

- **Bachelor of Science (BSc) in Computer Science**

Queen Mary, University of London (Sep 2007 - Jul 2010)