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### SUMMARY:

A designer of apps and web-based software, with over 25 years' experience of making technology work for people, based in Leeds, UK. A specialist in UI design, with a strong background in UX design. Working closely with businesses, designing simple and usable digital products that their users have loved. Bringing a human-centred design approach, with creativity, interpersonal skills, technical understanding, and a track record of versatility. Designs have led to increased sales, trust, and reputation, as demonstrated in working as a Senior Creative Designer at KPMG.

### EXPERIENCE:

#### FREELANCE UI/UX DESIGNER, Leeds

Jan 2024 - Present

Setting up a business as a digital designer of apps, websites, and graphical assets. Volunteer UX design with local schools. Creating art for sale.

#### SENIOR CREATIVE DESIGNER (UI/UX Designer) - KPMG, Leeds

Apr 2016 - Dec 2023 (Redundancy)

UI/UX product designer and visual designer of dashboards, surveys, mobile prototypes, policy apps, AI chat, product ordering and HR systems, sold successfully to well-known national and international brands. The role included:

- **Designing high fidelity mock-ups:** Creating prototypes, using brand guidelines, with Figma, Adobe CC, Sketch.
- **Graphic design skills:** Expertise in web typography, layout, colour, hierarchy, icons, and creative problem solving.
- **UI and interaction design:** A passion for meeting user needs, with intuitive, user-centred, interface designs.
- **Design system creation:** Including component and pattern library design, for individual apps and for KPMG UK.
- **User-centred design deliverables:** With low fidelity wireframe design, user profiling, information architecture, user journey mapping, task flow, and white boarding layouts. Working with CX colleagues to get customer feedback.
- **Human-centred approach:** Creating designs with empathy, ethics, simplicity, accessibility, and usability.
- **Accessibility and usability:** Incorporated into all design work, conforming to WCAG and the Equalities Act.
- **Collaborating with developers:** Cross-functional Agile teamwork, seamless handing over designs to developers.
- **Communication and presentation skills:** Presenting to clients. Great people skills, working well in diverse teams.
- **Project prioritisation:** Stakeholder engagement, time and deadline management, supervisor of junior colleagues.
- **Research activities:** Using data, leading workshops, scoping, user research, sketching, ideation, brainstorming.
- **User testing:** Usability testing designs with users, iterating from user feedback. Working with user researchers.
- **Logo and icon design:** Branding for software products, with additional design of branded PDF training manuals.
- **Technical understanding:** Knowledge of the software development life cycle, and development processes.
- **Attention to detail and best practice:** Proof reading, quality control, checking, diligent mobile first content.
- **Responsive design:** Mobile and desktop implementation of designs, with occasional building in HTML and CSS.
- **Curiosity and learning:** Keeping up to date with the latest UI trends and technology, with knowledge sharing.

#### FREELANCE UI/UX WEB DESIGNER, Leeds

Jan 2014 - Apr 2016

Designing high-fidelity mock-ups, low fidelity wireframes, HTML and CSS websites for clients and digital agencies.

#### FREELANCE EMAIL DESIGNER - Farnell, Leeds

Jan 2013 to Sep 2014

#### DIGITAL PROJECT MANAGER - Twentysix Digital, Leeds

Sep 2012 - Jan 2013

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**SENIOR WEB OFFICER - Leeds Metropolitan University**

Dec 2005 - Sep 2012

Working in a marketing team. HTML template building in the CMS, with UX design, user admin, support, and training.

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**E-CONTENT OFFICER - Derbyshire County Council**

Oct 2004 - Dec 2005

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**WEB DESIGNER - Peak Net, Derbyshire**

Jun 2001 - Oct 2004

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**WEB DESIGNER - Textile and Clothing Network, Leeds University Textiles Department**

May 2000 - Jun 2001

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**IT HELPDESK - Leeds University Information Systems Services**

Apr 1998 - May 2000

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**IT TRAINING CONSULTANT - LINK Multimedia Learning Centres, Leeds and Wakefield**

Feb 1997- Apr 1998

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**SKILLS AND KNOWLEDGE:**

**Software:** Figma, Sketch, Photoshop CC, Illustrator CC, Adobe XD, Miro, Affinity Designer, Affinity Photo, Affinity Publisher, Balsamiq, InVision, Sublime Text, Dreamweaver CC, InDesign CC.

**UI Design:** Component design, design system design, responsive web design, mock-ups, layout, mark-up, accessibility.

**Visual/graphic design:** Image and banner design, applying branding, grids, colour, typography, logo, and icon design.

**UX design:** Wire-framing, sketching, prototyping, IA, site maps, stakeholder engagement, workshops, user centred design methodologies, persona creation, user journey improvement, survey creation, usability, document writing.

**Communication:** Training, presentations, copywriting, social media, soft people skills, cross-functional collaboration.

**Project leadership:** A design leader in Agile/Scrum teams, collaborating on large software product builds. PRINCE2. Achieved the ILM Level 3 First Line Management qualification. Functional specification writing. Business budgeting.

**Code:** HTML, CSS, SEO, browser testing.

**Content Management Systems:** Front end template building and admin of CMSs such as WordPress, Shopify, RedDot and Tridion, with content auditing and advice.

**Marketing and event management:** Digital marketing, print design, advertising, and staff management; having previously run and promoted a successful club night spare time business.

**EDUCATION:**

1993-1996: BA (Hons) Degree Sociology and Public Media (Grade: II i). Trinity and All Saints, University of Leeds.

1991-1993: Brighton University Certificate in Foundation studies Art (pre BA). Hastings College of Art and Technology.

1991: A-LEVELS; Sociology (A), Art (C), Politics (C). William Parker School, Hastings.

**HOBBIES / INTERESTS:**

Video gaming, seeing bands, hobby art and design projects. A Sci-Fi and Fantasy fan.