



## EXPERIENCE

### Prevayl

2022-2024

#### Senior Digital Product Designer

Concepted and built a health and safety app for GORE (Gore-Tex) to record and document the physical and environmental demands for different job roles. The goal was to reduce workplace injury, and time required for injury investigations by Health Professionals. Working across teams we created a jacket containing movement and biometric sensors, paired with an app, that can evaluate and display the physical demands of any job, highlighting areas of risk.

Designed features for the company's flagship fitness app, including a Fitness Check that aimed to emulate a maximal exercise test completed with a fitness instructor. Instead, the app provides instructions so users can do the test themselves, shows live workout metrics, and provides a summary of the user's fitness. Frequent user tests were performed in the on-site gym during development.

### iVendi

2016-2022

#### Senior UX Designer

Leading design across 3 product teams to help make buying and selling cars online as simple and as frictionless as possible. Created a finance comparison tool and paypal-esque checkout experience for buying and selling cars. The redesign resulted in a ~40% increase in conversion vs previous versions via A/B testing, and won the *Consumer Lead Generation of the Year* award at Car Dealer Magazine.

Designed the end-to-end experience for an international vehicle marketplace. Bought by German lender BDK (Juhu Auto) and UK lender MotoNovo (FindandFundMyCar). Subsequently drove ~25% increase in engagement on vehicle product pages, working closely with translators to design and interpret research. The product won the Motor Finance *Digital Innovation of the Year Award 2018* in Berlin.

## EDUCATION

### University of Manchester

2009-2012

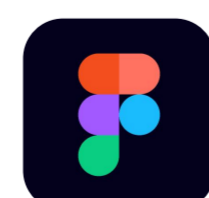
#### BAEcon (Hons) Economics

Specialising in modules of behavioural economics.

## DESIGN PHILOSOPHY

I love crafting products that truly resonate with people. I dive into data, test ideas, and measure success—all while keeping the user at the heart of my solutions.

### Favourite Tools



Google Analytics



UsabilityHub

