

Senior Design Manager and Experience Director with 15+ years in SaaS, excelling in leading teams to craft and launch intuitive user experiences. Expert in the end-to-end design process, prioritising user research and usability to improve accessibility and engagement. Proven at driving brand growth and user satisfaction through innovative design strategies.

Experience

Promoted to: **Co-Leader of Product and Engineering (Current role)**

Promoted to: **Director of Product Experience**

Starting role: **Head of UX and Product Design**

TelmarHelixa (Media and Audience Intelligence SaaS). March 2021 - Current.

Leading the Product and Engineering global team to drive UX, design and innovation in B2B SaaS technologies, developing advanced analytics platforms and data visualisation techniques to deliver cutting-edge, data-driven solutions for brands, agencies, and media clients in media and marketing industries.

- Transformed and turned around a high-churn business into a well functioning, motivated, skilled team that regained focused on delivering quality innovative products which ultimately stopped the churn and put the company back in the black through a series of steps I implemented and supported as senior leadership.
- Designed and developed the 1st design system at the company (with Figma and Storybook) which could be utilised to help develop and deliver aligned products quickly across distributed teams.
- Consolidated and rationalised the portfolio of 70 + industry-leading media analysis tools to refine the 3 flagship products for market growth and opportunity.
- Drive UX strategy for customer and opportunity first methodology, to aid prioritisation for product roadmaps, to empathise with our user psychology and optimal user need.
- Leading and working with the Design team to produce low to high fidelity flows and wireframes, developing prototypes and concepts for the user experience ensuring all interactions are intuitive and validated.
- Account for and track the human-computer interaction (HCI) element of a design ensuring that all research is data-driven. Implementing design, product and business processes and best practice; and champion them within the team and the wider organisation.
- **Key Brands/Clients:** *OMD, Google, Disney, BBC, Global Media, Live Nation.*

Role: **Senior Product Designer**

Tax Systems (Fin-Tech SaaS). Nov 2018 – 2021.

Designing complex Fin-Tech SaaS solutions that are engaging interactive experiences through prototyping, information architecture, storytelling for large businesses (inc. 50% of the FTSE100).

- Responsible for conceptual innovation, design delivery and UX validation for TaxSystems' first VAT calculation and submission software tool, 'AlphaVat', which was a finalist in Tolley's 'Best Digital Innovation' awards 2020. The product exceeded anticipated sales demand made over 1million GBP in the 1st year of release and was sold to 100+ UK businesses in that 1st year.
 - Designed the 1st Design system at the company to ensure the products aligned to the brand strategy.
 - Advocate and lead design for complex user journeys and end-to-end experiences which needed to adhere to regulation and industry compliance.
 - Creating wireframes, storyboards, user flows and site maps to effectively communicate interaction and design ideas to project teams, clients and senior stakeholders.
 - Creating prototypes that can be rapidly shared with clients and/or customers for user testing. Facilitate client workshops in order to gather requirements and evolve my designs.
 - **Key Brands/Clients:** *50% of the FTSE 100 plus Tesco, Pets at Home, Smith and Williamson.*
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Promoted to: **Creative Director**

Promoted to: **Head of Digital**

Starting role: **Senior UI/UX Designer**

MIRACL FKA CertiVox (Cyber-Security SaaS). 2011–2018.

Managing all creative design, brand development and marketing strategy for a Tech SaaS startup. Engineering design and marketing principals to target regulated industries, as well as being consumer facing, to generate prospects, engage partners and elevate brand.

- Brand owner responsible for visual development through digital and product story-telling and messaging. Led design of all product and company SaaS applications and websites from initial specification through to project management. Processing the business objectives to define UI/UX and marketing strategies for development and implementation.
 - Designed and managed the 'Privatesky' self-service web platform, support and documentation sites and designed the UI for the SaaS application and API marketplace which allowed the company to be recognised and win the 2011 'Bully Award for innovation and excellence'.
 - Manage the lead-gen lifecycle through campaign generation and marketing strategy planning and development to build a portfolio of opportunities for sales team in Salesforce.
 - Create logos, brand assets and styled the look and feel of all printed and digital collateral from presentations to white papers to video for B2B and B2C audiences.
 - **Key Brands/Clients:** *T-Systems, NTT, Deutsche Telekom, Experian.*
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Promoted to: **Design and UX Manager**

Starting role: **Lead UI Designer**

Eteach (Education SaaS). 2009-2011

Leading UI, UX and brand for the UK's largest education recruitment website. Developing the company's business proposition to grow the database of registered users (over +500k users).

- Lead designer responsible for all web and print production. Develop the company brands, exposure and technology to escalates its stature in the market place.
 - Manage website, portals, booking systems, email communication design and build; SEO implementation and tracking; social media networking including blog design and build; press and radio advertising; poster/flyer/brand collateral and products; exhibition stands.
 - Eteach won the 2010 OnRec 'The Technical Innovation Award' for the booking system software I designed.
 - **Key Brands/Clients:** *Eteach, FEJobs, London Irish Rugby, Apple, Ramada Jarvis, Surrey County Council, Swansea FC.*
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Promoted to: **Creative Team Leader**

Promoted to: **Web Designer**

Starting role: **Junior Graphic Designer**

VLI (Digital agency for web design and own in-house CRM and CMS SaaS solutions). 2004-2009

Deliver projects for various clients, from SMEs to global enterprises, including overseeing the project lifecycle from consultation to production to evaluation.

- Drive process innovations to scale the team effectively while maintaining quality and consistency.
 - Effectively and pro-actively manage key client accounts. This included monthly New York visits to provide client consultation and onsite design production and review.
 - Leading design for web, digital platforms and back-end systems. This included developing an in-house CMS and CRM product which became Webfinity solutions (acquired by 360insights).
 - **Key Brands/Clients:** *CA, SAP, Iomega, Net App, Capita, DFID.*
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Awards

- Finalist Tolley's 'Best Digital Innovation' 2020 for 'AlphaVAT' software (contributed as Lead Designer)
- Winner 'Bully Award for innovation and excellence' for CertiVox PrivateSky SaaS platform (contributed as Lead Designer)
- Winner OnRec 'The Technical Innovation Award' 2010 for Eteach Booking System (contributed as Lead Designer)

Tools and Methodologies

Design tools: **Figma, Adobe Suite (Photoshop, Illustrator, InDesign, Dreamweaver), Miro, Axure, Balsamiq, Dovetail.**

Business: **Jira, Confluence, Salesforce, Hubspot, Wordpress, Squarespace, Pipedrive, Freshworks, Zendesk, Recurly Payment Gateway, Wiki, Microsoft Suite (Excel, Powerpoint) and Google Business Suite, Notion, Trello, Product Fruit, Adwords.**

Analytics and Dashboarding tools: **GA, HotJar, Looker, Social analytics (Meta, Twitter/X, LIN)**

Methodologies and practices: **Agile, Waterfall, Scrum, SEO, Content strategy, Growth hacking, ISO.**

Frameworks I have worked with: **Bootstrap, Angular, React. (Confident writing and reading HTML, CSS)**

Education

BA (HONS) Fine Art Degree

Higher National Diploma Graphic Design

Key Manager Programme, City and Guilds, Westminster

Professional Summary

Business Strategy and Leadership:

- Managing large, distributed global teams in Product, Engineering and Design
- Define objectives (inc. OKRs and KPIs), business vision, roadmaps and consolidate debt management
- Building partnerships, save costs and develop business process and strategy
- Align product and engineering and work alongside commercial to foster a customer-centric approach.

UX:

- Qualitative and Quantitative research strategies inc. user interviews, assessing analytics, usability testing
- Personas, journeys, information architecture and competitor analysis
- Wireframing and prototyping, and refine through data analysis and behaviour
- Implement UX writing principles, accessibility, UX best practise standards.

Design:

- Create design processes and workflows
- Implement design systems and align to brand strategy
- Rapid design iteration and implementation with stakeholder review and advocacy
- Apps, webapps, native apps, websites, digital and traditional campaigns, branding.