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## About

I'm a Senior Product Designer & Researcher with 10+ years of experience in user-centric design, leveraging my background in Clinical Psychology. I specialise in behaviour-driven design, user research, and data-informed decision-making to create intuitive, high-impact products that enhance engagement, usability, and business outcomes.

## Skills & Tools

**Design & Prototyping:** Figma, Framer, Webflow

**Research & Testing:** OOUX, cognitive walkthroughs, heuristic evaluation, A/B testing

**Development & Motion:** HTML/CSS, Rive, AE, Lottie, Spline, Blender

**UX Strategy:** Information architecture, rapid iteration, behavioural data analysis

**Branding & Interaction:** Responsive web design, micro-interactions, identity systems

## Education

*UX Design Institute, Edinburgh*  
Professional Diploma in UX Design (accredited by Glasgow Caledonian University)

*Napier University, Edinburgh*  
MSc Intercultural Business Communication (Distinction)

*Lucian Blaga University, Transylvania* - BSc Psychology

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## Experience

### Product Designer (FTC)

*Oct 2024 - Jan 2025*

#### Thredd, London

- Reduced client onboarding time from 56-64 days to 14 by optimising onboarding E2E.
- Developed research methodologies improving research-product-dev alignment by 30%.
- Led design approach alignment, enhancing interdepartmental collaboration and delivery speed.

### Senior Product Designer

*Jan 2022 - Sep 2024*

#### Relish Development, Edinburgh

- Spearheaded user research and flow design, leading to 300K sign-ups in two weeks.
- Leveraged psychology background to develop products using game theory, locus of control, and price point rationale.
- Created and maintained three distinct products focused on community management and data collection.

### Product Designer

*Aug 2019 - Dec 2021*

#### OYNB, Edinburgh

- Joined as a visual designer to establish a design framework for the sales site and brand.
- Designed and prototyped the first native app, implementing the MVP in WordPress.
- Conducted extensive user research using JTBD and locus of control theory.

### Marketing Manager

*Nov 2018 - Aug 2019*

#### SymbaSync, Edinburgh

- Designed and built website, led SaaS marketing, and ran usability tests, aiding pilot launches for RBS and OTP Bank.

### Marketing Executive

*Jun 2018 - Nov 2018*

#### HR Dept Ed., Edinburgh

- Created and implemented email, social media and PR strategy.
- Generated leads via networking, organising HR workshops and targeted ad campaigns.

### Co-founder & Project Manager

*May 2016 - Jun 2018*

#### Stiintescu Hub, Transylvania

- Led campaigns and programs boosting astronomy, engineering, and robotics engagement.
- Implemented a STEM curriculum in national schools, driving a 23% rise in university enrolment.