

## Profile

I'm a Scottish UX designer currently based in London, with three years of experience at an agency delivering impactful UX and UI design projects. My work focuses on future-proofing clients against emerging trends like AI.

I have a strong interest in UX research, design, sales, technology, and AI, all of which I believe can positively shape human experiences. I approach problem-solving as the foundation of innovative design, a skill I've honed throughout my academic and professional journey. I embrace a hands-on learning philosophy, which enhances my effectiveness in design, sales, and marketing roles. My personable nature allows me to build strong, confident relationships with clients, ensuring collaborative success in every project.

## Skills

**Design:** Figma • Adobe Suite • Wireframing • Rapid prototyping • Digital Illustration • Video Creation / Editing • Design system creation • User Interface • CAD modelling • Design specifications

**Data and Research:** Strategy • UX research • Workshops • Testing • Data and performance analytics

**Interpersonal Skills:** Pragmatic • Presenting proposals • Forming strong relationships with clients • Team player • Highly motivated • A fine eye for detail

## Achievements

2023 BIMA award winner for Instinctively, a project focused on establishing independence for people living with the early stages of dementia (2x Gold, 1x Bronze for the categories; Trailblazers, Social Good, and Health and Wellbeing)

2023 London Marathon Runner

2022 Alzheimer's Society Accelerator Program winner: Funding and partnership

2015 Gold Duke of Edinburgh award

## Work Experience

### • Else London Experience Architect

The role of Experience Architect involved ideating and delivering improved customer experiences through UX, UI and business strategy across a range of clients operating across sectors.

2021 - 2024

### Virgin Media O2 2024

Managing the upkeep of the O2 Priority app and web experience through UX, UI and strategy projects that delivered against a roadmap as well as future-proofing customer loyalty through ideation and design sprints.

- UX Research
- Working alongside internal teams
- Delivering sprints to tight deadlines
- A reactive approach to roadmap features
- Creating design systems
- Developing customer centricity principles

### T. Rowe Price 2022 - 2023

Designing an updated client experience for T. Rowe Price's global digital estate. Working collaboratively with different internal teams across global regions to deliver accessible and competitive digital experiences.

- Co-design and collaboration through workshops
- Ideating and wireframing
- High-fidelity designs and prototypes
- Building relationships with clients
- Creating and presenting proposals

### Avast 2021

Redesigning a digital product experience that increased customer engagement and sales for Avast. Focusing on workshops with customers and stakeholders to arrive at a mutually beneficial solutions.

- Creating intuitive, engaging, and visually appealing UI
- Enhancing user experience and achieving business goals
- Analytical skills to interpret user feedback and data
- Performance Analysis

## Education

### • Strathclyde University / M.Sc

Artificial Intelligence with Applications

M.Sc Distinction 2020 - 2021

### • Glasgow School of Art / B.Des

Product Design

B.Des First-Class Honours 2016 - 2020