

## Experience

### StudioSpace

September 2022 – present



#### HEAD OF DESIGN

- Transformed design operations by bringing capabilities in-house to a growing start-up, for improved efficiency and control over design assets. Manager of designers across Europe and Australia.
- Led 2.0 UX evolution of our creative agency marketplace, providing the foundations to transition from a manual shopfront to a comprehensive Product-as-a-Service experience, ultimately enhancing user satisfaction and business growth.
- Developed and maintained a responsive design system using Figma, ensuring consistent branding and a seamless user experience across both platform and website.

### Deloitte Digital

January 2015 – August 2022



#### DESIGN MANAGER (HONG KONG) *September 2021 – August 2022*

- Led development and design prototype of a new mobile banking proposition in Qatar, capturing digitally-savvy markets in the Gulf region.
- Conducted comprehensive qualitative research on investment opportunities in the Greater Bay Area (China & Hong Kong), resulting in potential avenues for wealth generation.
- Revamped the UX of an internally-developed customs declaration platform (due to post-Brexit regulations), including customer insight analysis and creation of a consistent and accessibility-focused design system.
- Successfully pitched, sold & managed multiple projects.

#### SENIOR DESIGNER *October 2017 – September 2021*

- Reworked Air Canada's early concepts for a refreshed loyalty program with a customer-first democratic approach to rewards and a new app experience; quality of work helped establish immediate onsell of ~£200k and a new key client
- Prototyping lead for our flexible office project with Landsec (MYO); created freeform insight tool to define customer's definition of flexibility, informing what is important to a business owner and how Landsec should respond in its offering
- Realising a proof-of-concept of a novel luggage tracking tag with Brussels Airport and AWS, through prototyping & insight to ensure it solved customer problems; helping kickstart the former's innovation department in the process
- Prototyping lead of open banking project in Hong Kong for HSBC, now released as HSBC Smart Solutions, whilst doing business development to help establish Deloitte's innovation methodology in the Hong Kong & mainland China market

#### INTERACTION DESIGNER *January 2015 – October 2017*

### AMV BBDO

February 2013 – December 2014



#### DIGITAL DESIGNER @ FORGE

Prototyper and designer focused around new technology for client market gaps in order to devise potential new IP, supported key advertising accounts through supplementary product and innovation work

## Education



### General Assembly 2015-2016

Front End Web Development  
10 week part-time course



### Ravensbourne College 2012-2014

BA (Hons) Graphic Design



### University for the Creative Arts 2011-2012

Level 3/4 Foundation Art Degree  
Merit Achieved

## Stat Sheet

### Skills

- Customer Journeys & UX
- Visual & UI Design
- Design Leadership
- Design Systems
- Mobile & Responsive Design
- Wireframing
- Brand Direction
- Developer Handover
- Quant/Qual Customer Testing
- Project Management
- Agile & Scrum
- UCDT
- Front-end Web Development
- Videography
- Photography
- Print Design

### Technologies

#### Adobe Creative Suite

- Illustrator
- Photoshop
- Xd
- Lightroom
- Premiere
- After Effects
- InDesign
- Audition

#### Prototyping

- Figma
- InVision
- Sketch

#### Project Management

- Jira
- Trello

#### Development

- HTML
- Codepen
- Wordpress
- Sass
- Hotjar
- Webflow

### Industries worked in

- Financial Services & Insurance
- Marketplaces
- Loyalty
- Air Travel
- Energy
- Telecoms
- Real Estate

### Geographies worked in

- UK & Mainland Europe
- Hong Kong
- US & Canada
- Middle East

### Languages

- English (fluent)
- French (fluent)

### Volunteering

- Food Kitchen - More Good Hong Kong
- Design Mentoring

### Hobbies

- Hiking
- Cycling
- Cooking
- Tennis
- Boxing
- Formula One
- Gaming
- DJing