

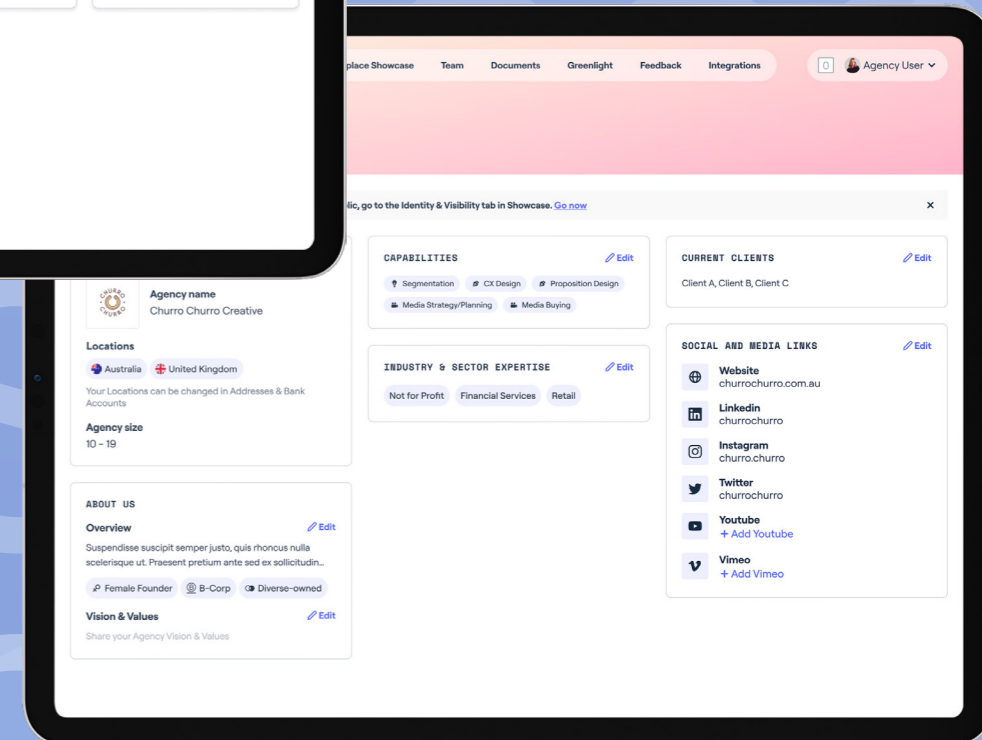
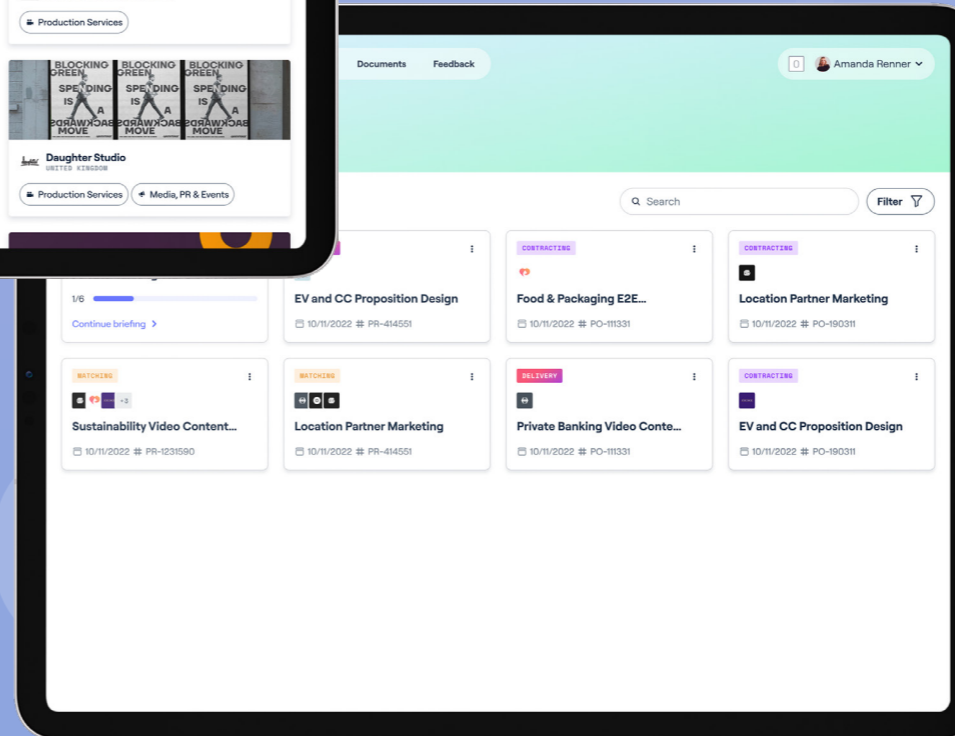
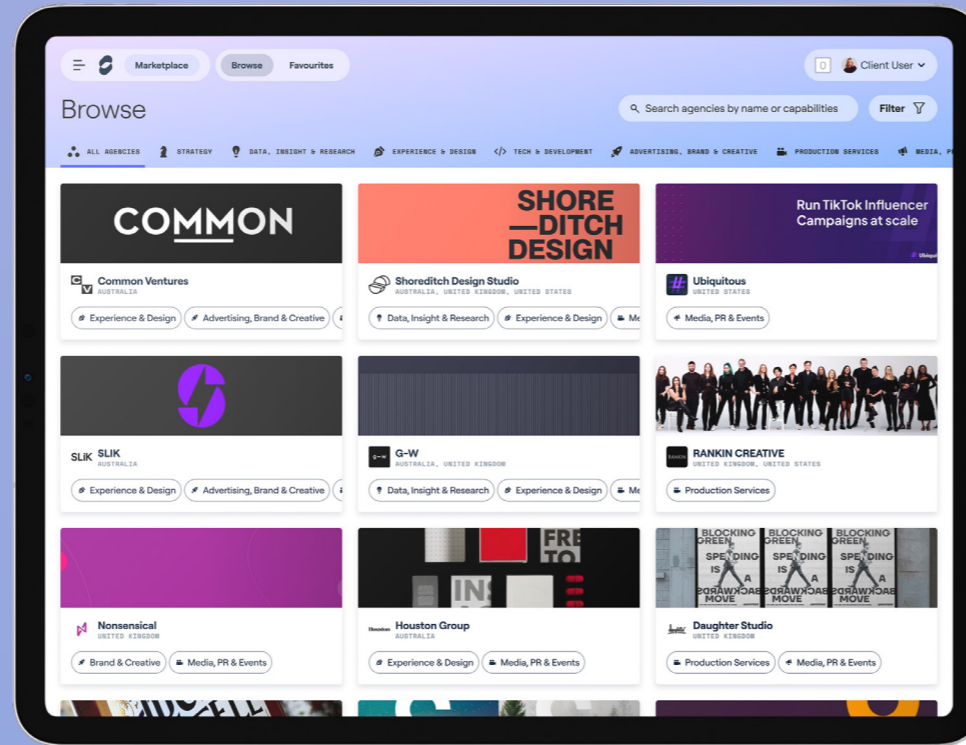
Creative Marketplace Design Overhaul

Role: Head of Design

StudioSpace is a creative agency marketplace that provides on-demand access to the world's best specialist digital and marketing services.

Key Activities/Responsibilities:

- Transformed design operations by bringing capabilities in-house to a burgeoning start-up, for improved efficiency and control over design assets.
- Manager of designers across multiple countries.
- Led 2.0 evolution for the UX 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.



Customs Declarations Design System

Role: UI & Design System Lead

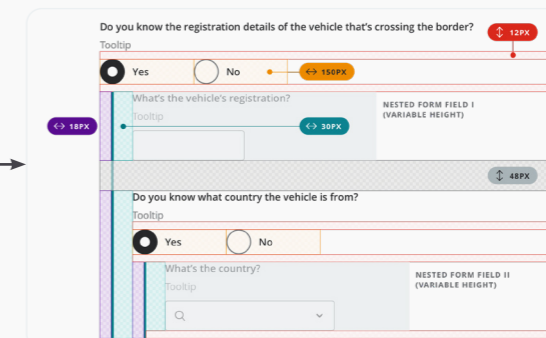
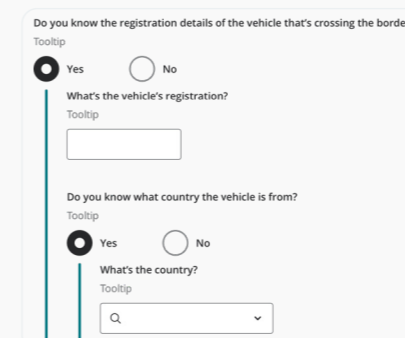
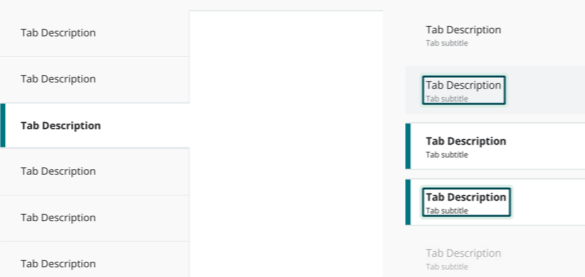
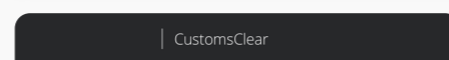
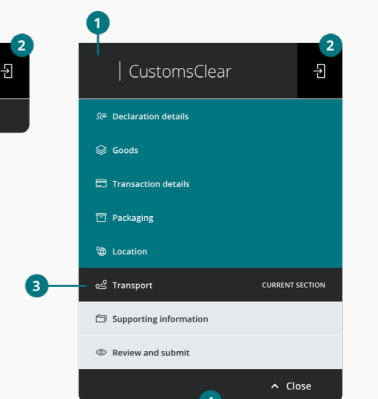
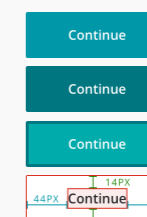
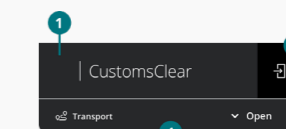
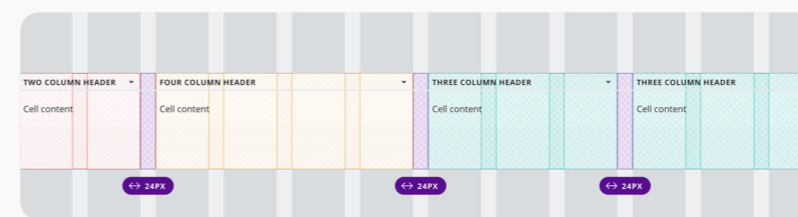
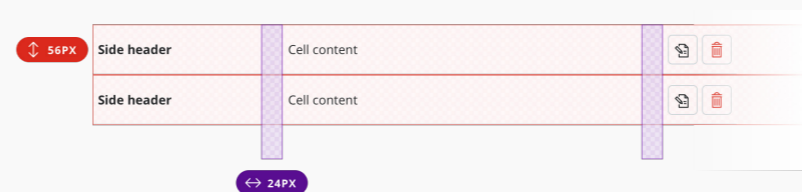
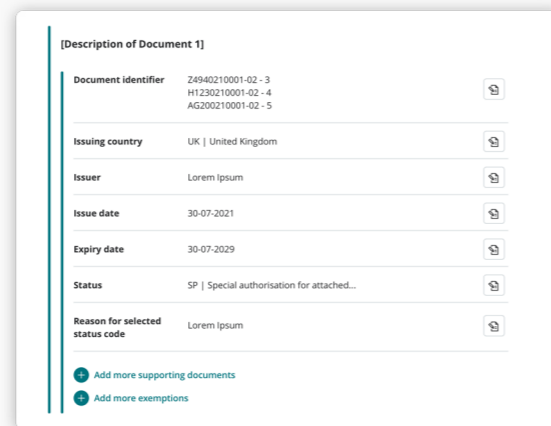
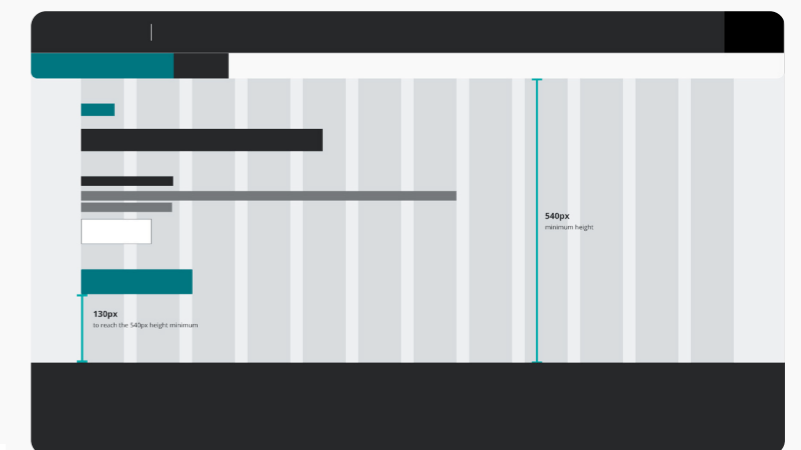
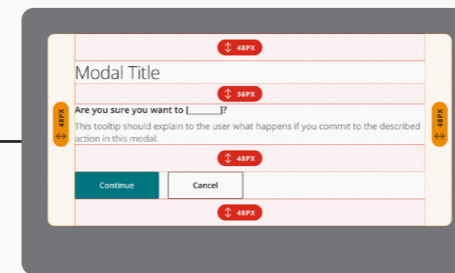
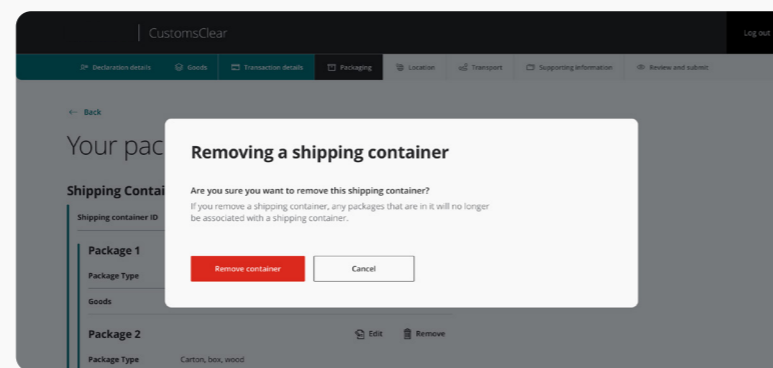
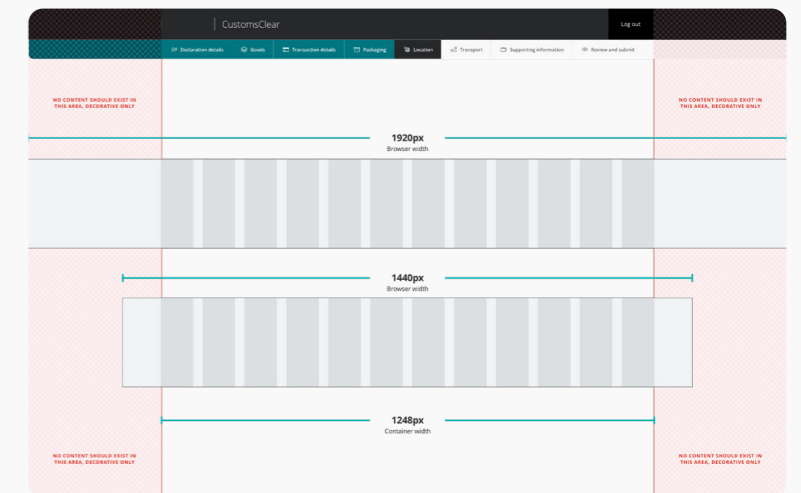
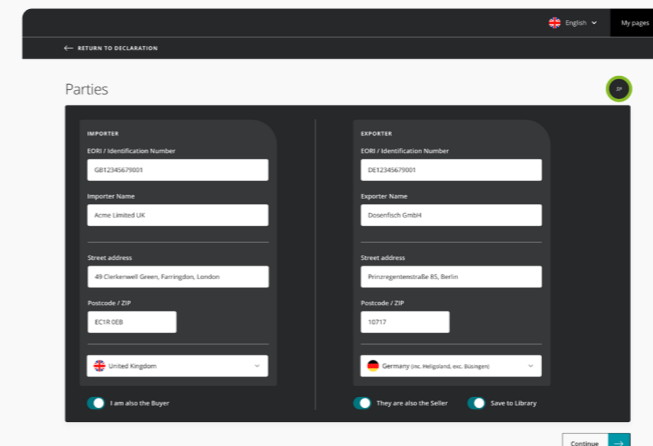
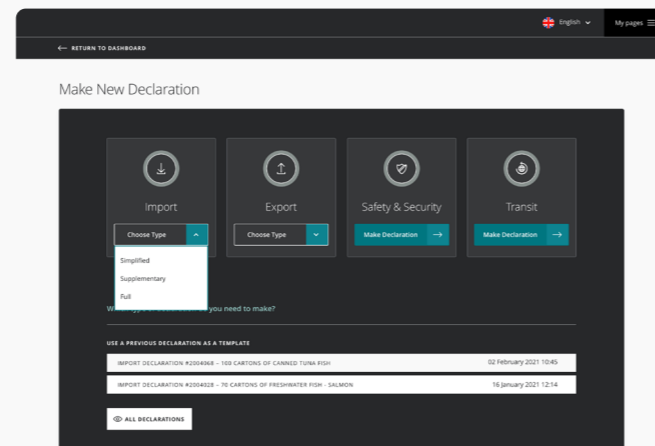
In light of the United Kingdom leaving the EU in 2020, free movement of trade invariably become affected. This in turn created a host of new checkpoints and checkboxes that traders who import and export from the EU have to now conform to new regulations.

The company decided to create a multiplatform tool that would allow users to self-declare their customs. However, this was done without expansive user testing or design considerations, creating a strictly functional, but user unfriendly, platform.

As part of our UX/UI overhaul, we analysed the current journey and UX/UI state, undertook customer insight to understand user pain points, and created a robust design system for a consistent intuitive platform design language.

Key Activities/Responsibilities:

- Analysis and breakdown of existing platform journey, including pain points and accessibility issues
- Concepting of future-state journey, including the introduction of a new UI design language and principles
- Formalising of new design language including creation of a new design system
- Documentation of design system through a Confluence wiki
- Coaching of new designers in how to use the design system to create consistent future pages and screens



Air Canada New Loyalty App

Role: Design & CX Lead

A concept for a new end-to-end travelling companion app tied to a brand new loyalty program.

As part of our engagement with Air Canada, we were tasked with testing existing loyalty concepts with a set of customers against existing segmentation.

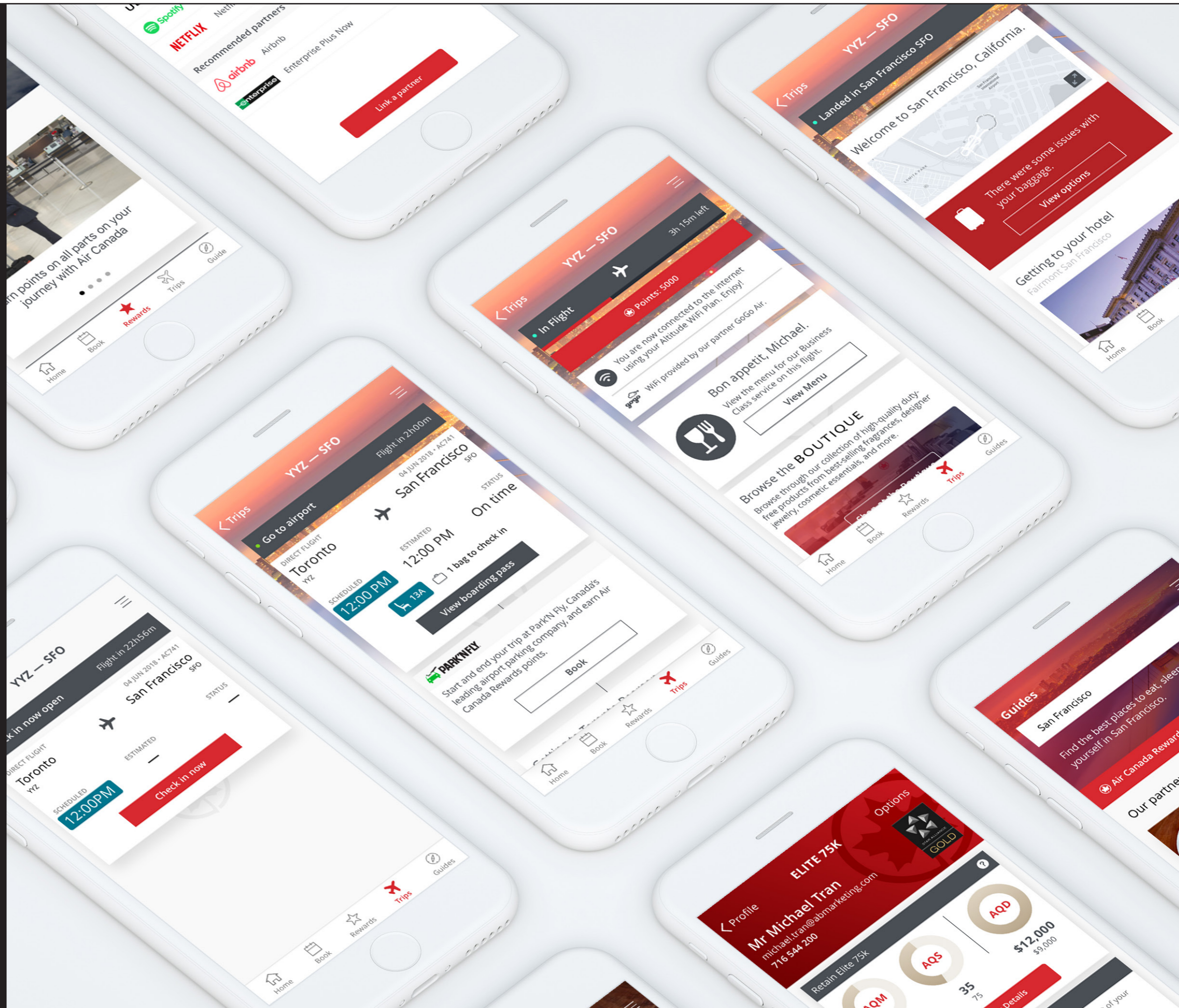
This transformed into an overhaul of the loyalty app experience, pinned to key moments of truth and a democratised loyalty system, where points can be redeemed for any and all products, for any level of traveller.

Using a card-based, timeline system, the Trips section of the app dynamically adapts to the stage of your journey that you are on, ensuring that you always have relevant information to hand.

Key Activities/Responsibilities:

- Transforming existing customer segmentation into attitudinal personas
- Concept testing
- Design of key user journey features, mapping and product hooks
- Loyalty app key screen prototyping
- Management of two junior designers

Note: Whilst design principles and concepts are this present in the of the Aeroplan + Air Canada app, this loyalty app concept was created during early prototyping stages with the client and does not reflect its current state.



Market Gravity Brand Redesign

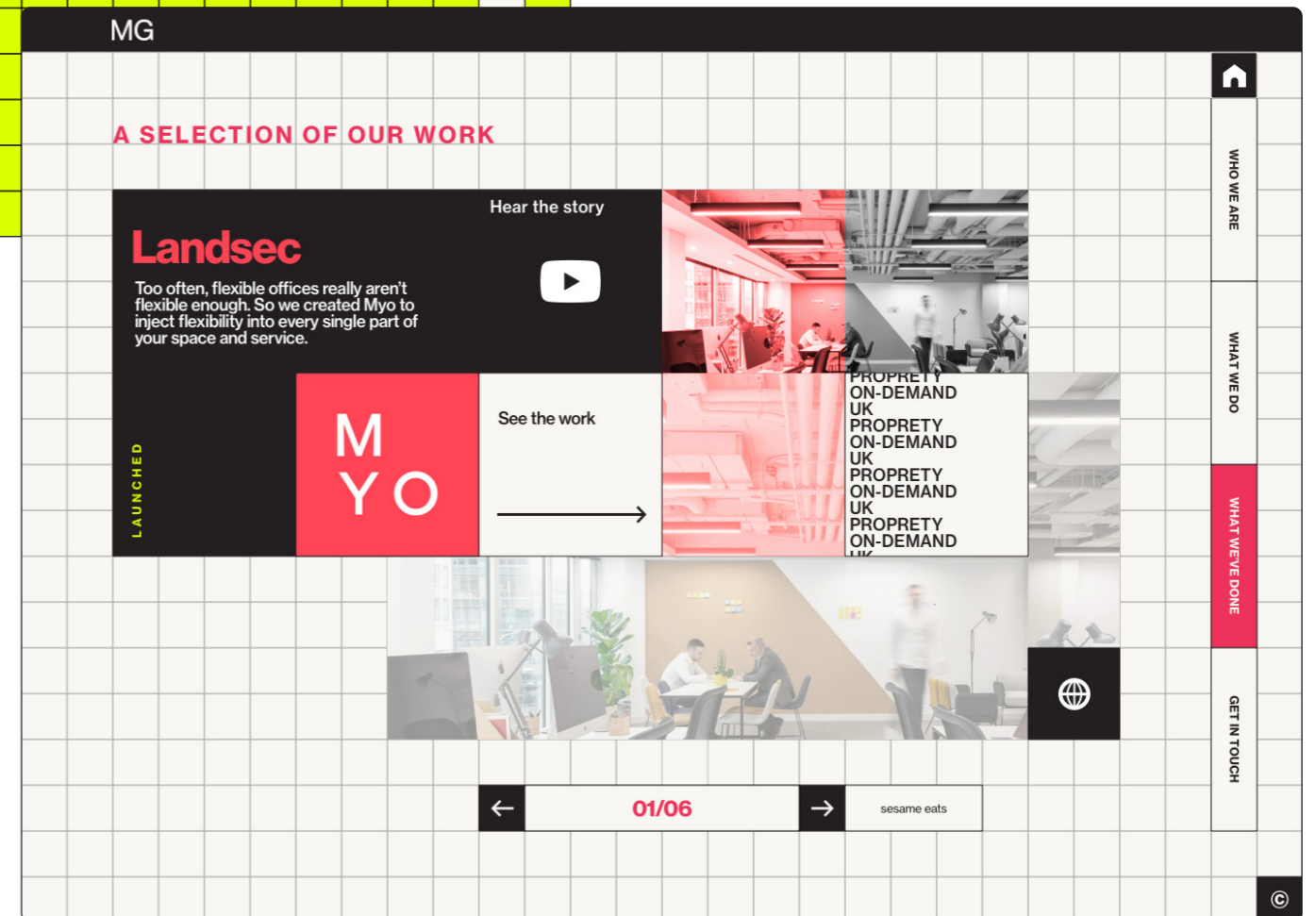
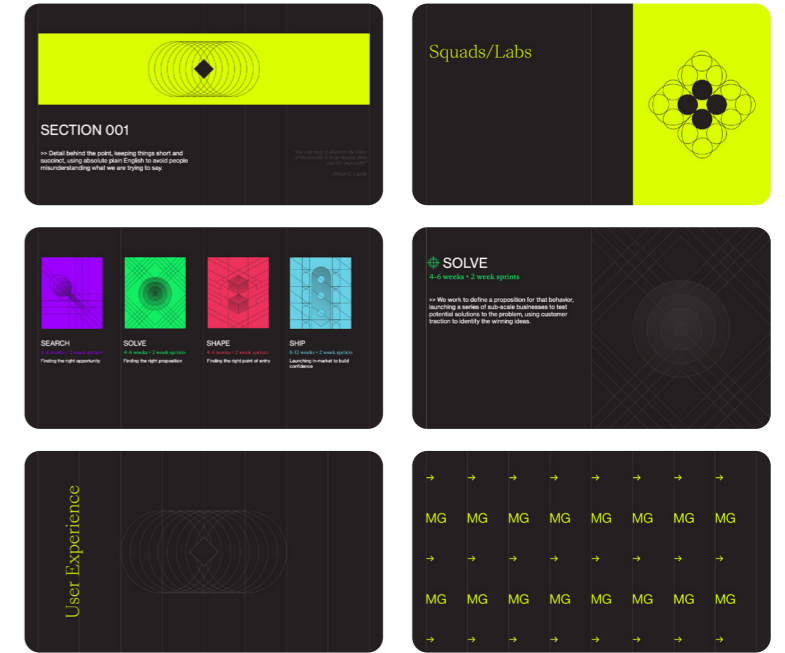
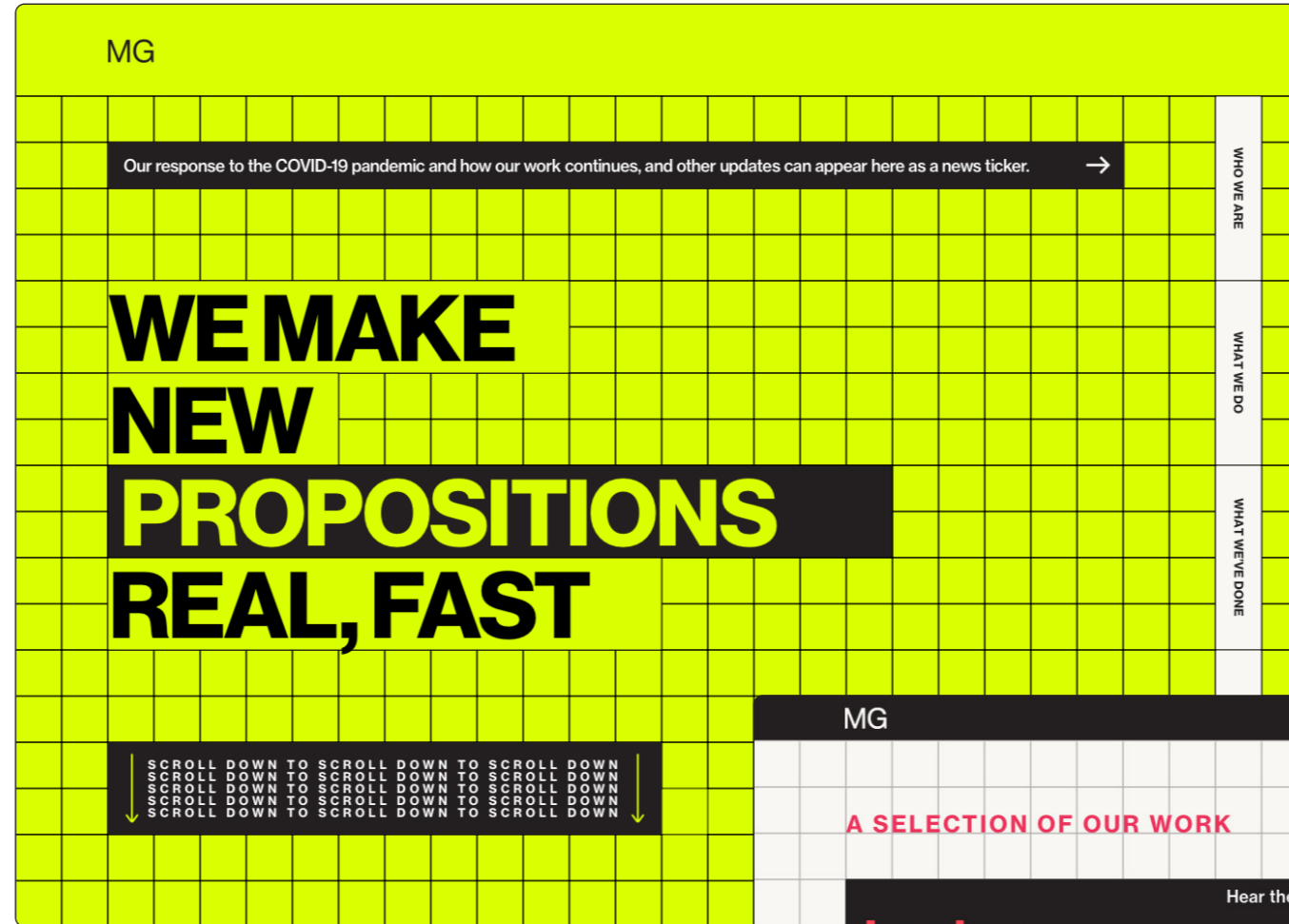
Role: Brand and UI

In the midst of the beginning of the pandemic, we took the opportunity to refresh the Market Gravity brand to better represent the vibrancy of the "Market Gravity Experience".

The design principles of this redesign came about in parallel to our updated messaging about "real, fast"; creating tangible impact at pace.

A touch of magic over the structure of our tried-and-true methodology, brought in the form of a vibrant palette applied over a brutalist, structured aesthetic that underpins our work and impact to our clients and the globe.

Understanding that we are a consultancy frequently working with clients, our core colour palette includes foundational colours that can be paired with client colours, allowing us to emphasise the pairing of our methodology with the brand underpinnings of the people we work with.



Role: Design, Insight & Prototyping

Creative research into finding out what flexibility in an office truly means to a business owner.

Landsec and Market Gravity discovered that up and coming businesses were starting to outgrow their serviced offices, finding an underserved gap in the market for businesses that were starting to become big enough to Make Their Mark.

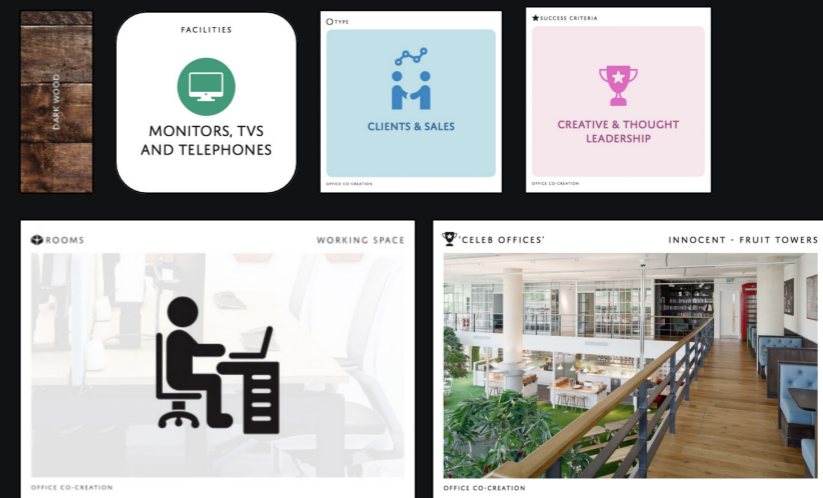
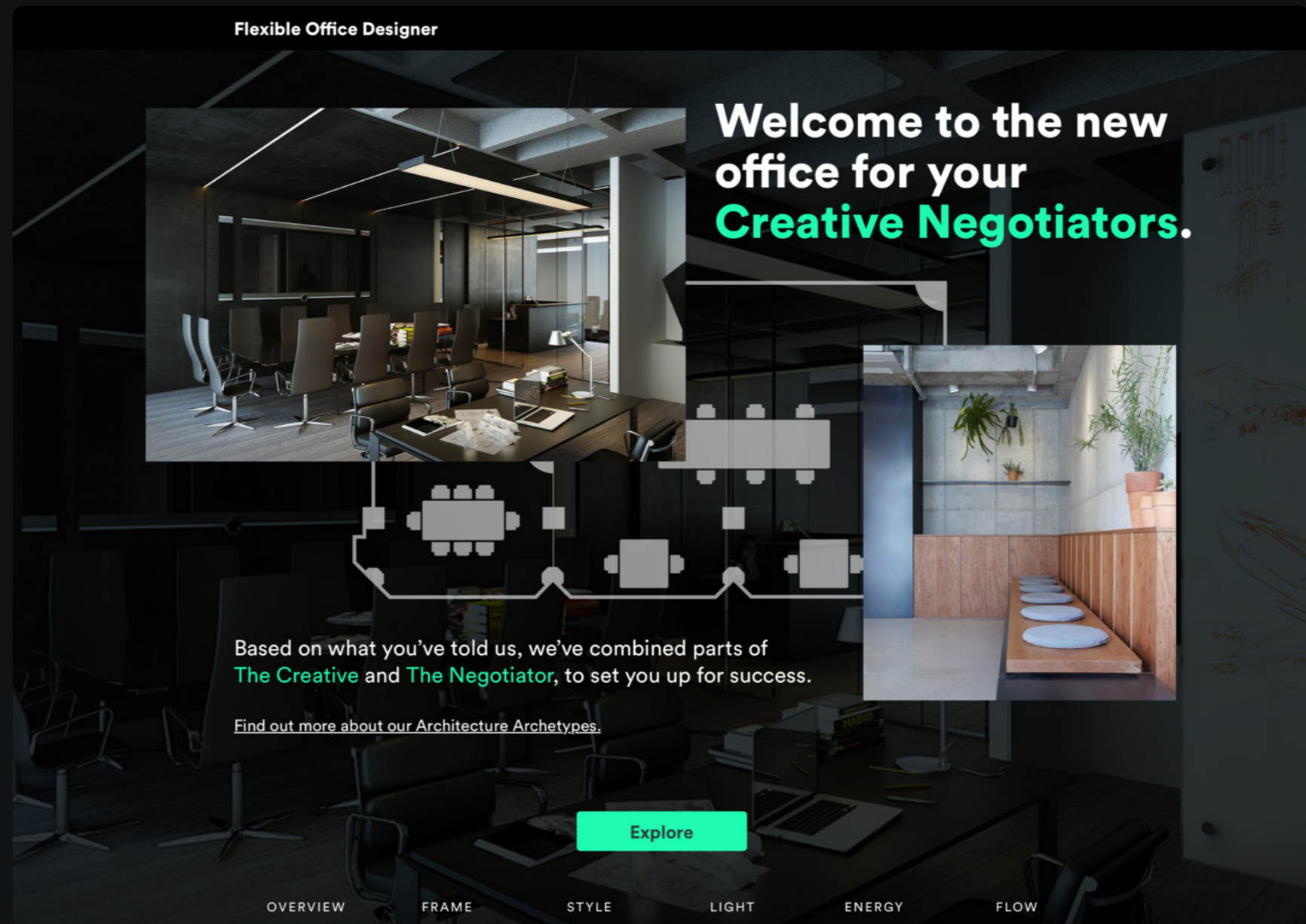
We were tasked with framing and designing the proposition for Landsec's Flexible Office proposition (which soon became MYO).

As part of this proposition design came a rather philosophical question: what does flexibility mean?

To help find this out, I created an Office Design Game which would be used to test what it means to business owners when they consider a new space to grow into. Do they only think about how it looks? Or is it all about function?

This freeform experimentation helped us find out that the key things they look for are success criteria and "statement" rooms, rather than the specific minutiae of furniture and office design, trusting Landsec to be the experts.

This evolved into a novel concept classifying tenants into archetypes, allowing us to understand more intimately the axes which we can offer flexibility within an office framework.



Formula 1 TV Studio (App Concept)

Role: Design and Prototyping

Empowering fan-created content through Formula 1's expansive archive.

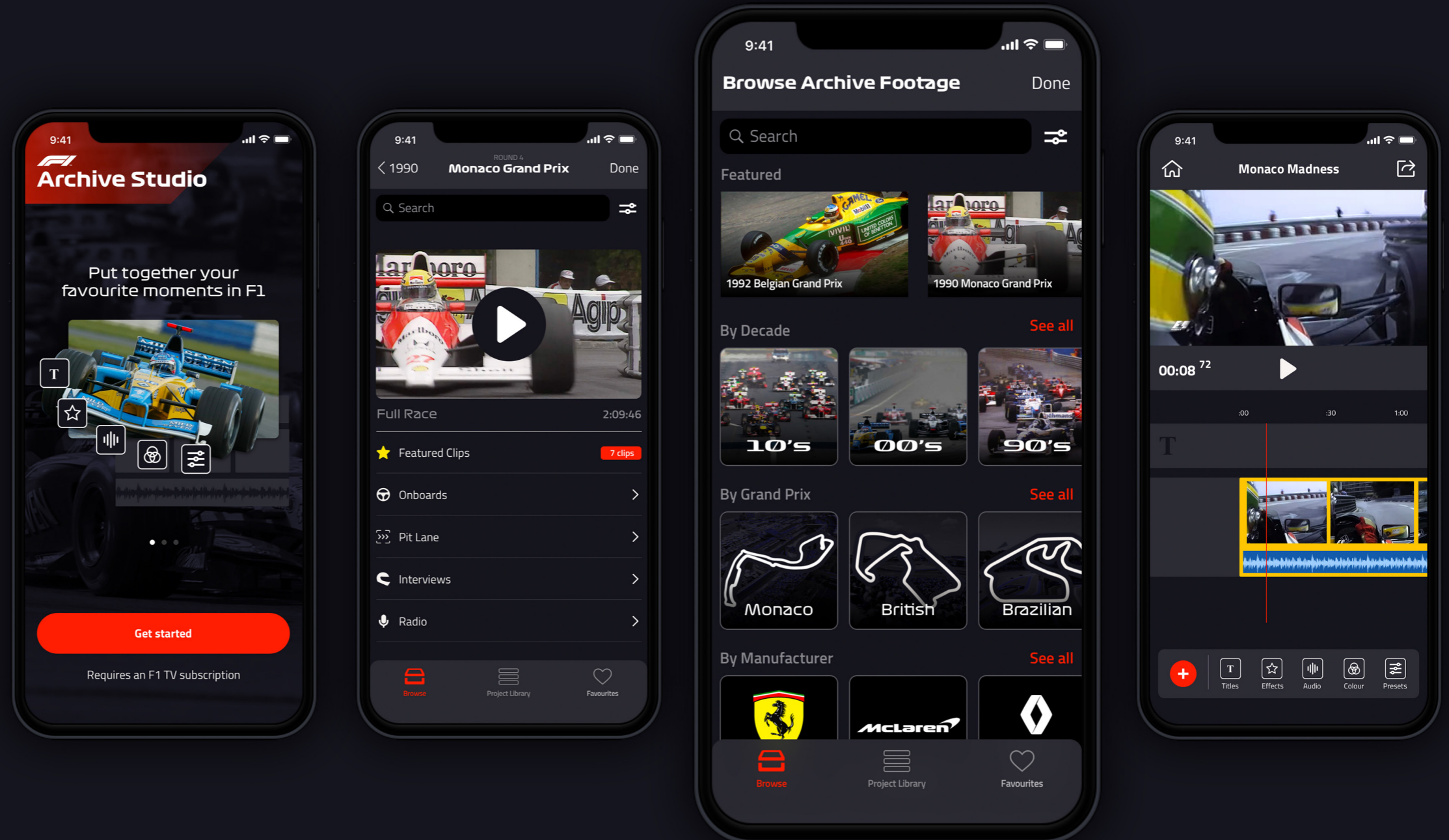
Since the acquisition of Formula One Management by Liberty Media, their marketing strategy of F1 has significantly changed to be at the forefront of modern consumption of media; online, bitesized, and importantly, free.

In the spirit of the 2018 rebrand and its key vision of "It All Starts With The Fan", I envisioned at how forward-looking F1 could be in pushing the their Archive into the modern age.

Subscribers to F1 TV Access and Pro can use the Archive Studio to put together their favourite moments in Formula One across the decades, and share it with fellow fans, friends and family.

This studio concept is a personal project borne out of my love of the sport.

[View the prototype here.](#)



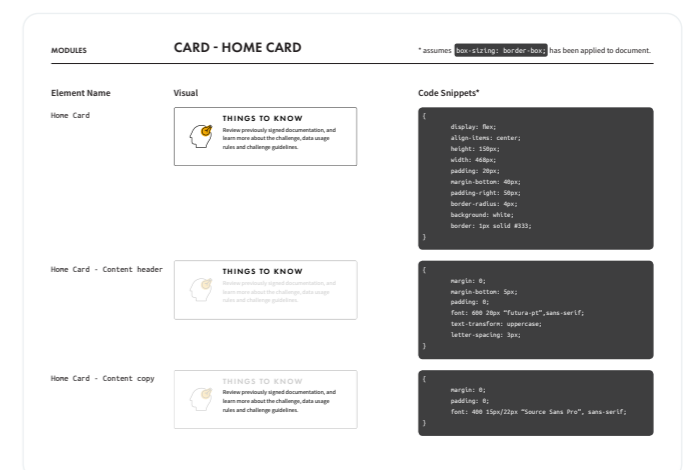
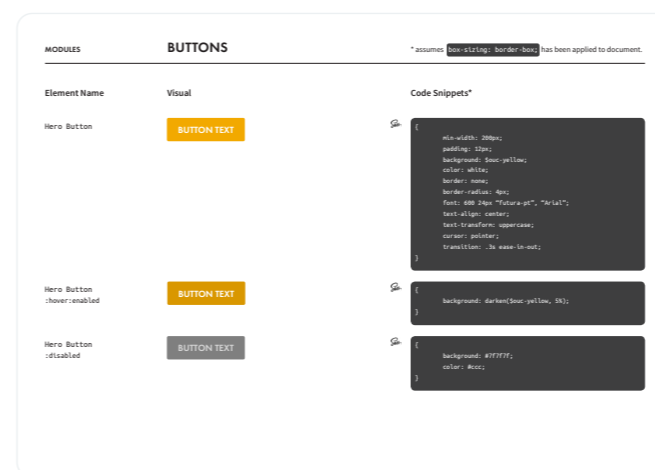
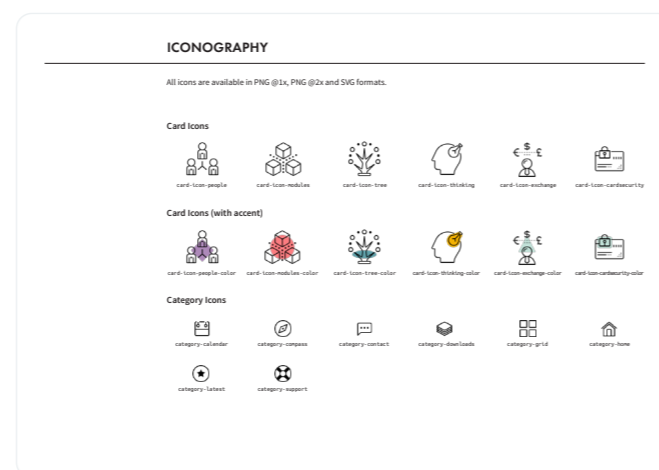
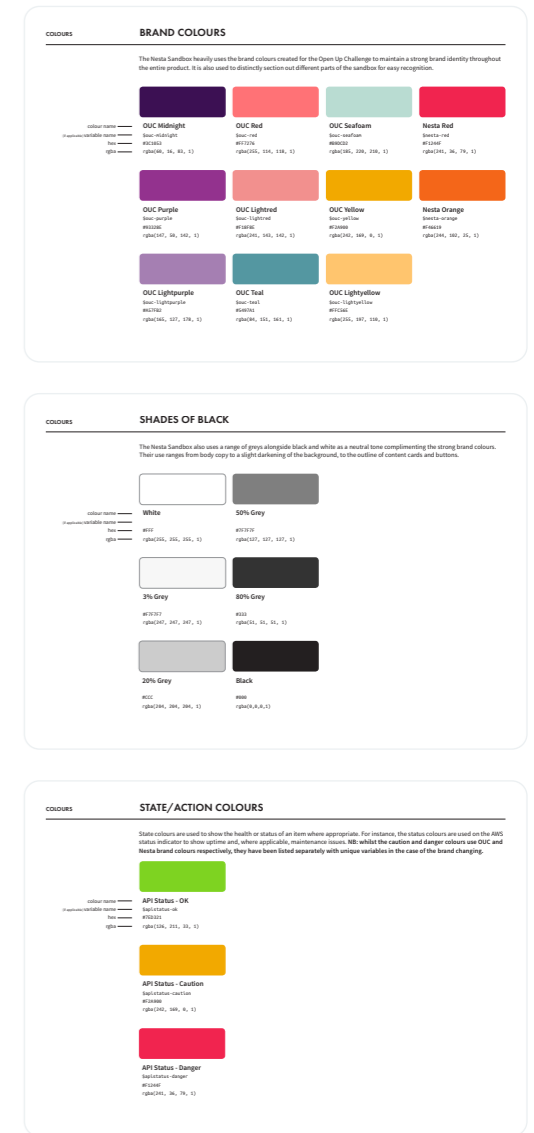
Innovation Platform Design System

Role: UI and Design System Lead

In the advent of Open Banking arriving to the UK, Nesta created a challenge prize called “Open Innovation Challenge”, a prize incentive to push start-ups and fintechs to take advantage of the new possibilities this policy change would bring about.

As part of this, Nesta tasked us with creating a sandbox platform which would work as API documentation for the beta version of open banking specifications, and a hub for the challenge itself.

I was in charge of creating both the design system and language of this platform, including layout, typography, iconography, branding as well as SASS/SCSS code snippets that developers could use to create the OUC sandbox.



IKEA Flex

Role: Design and Prototyping Lead

Helping urban renters moving building to building, city-to-city, feel like they can live in a place they can call home.

With traditional home ownership and long-term rentals steadily decreasing, and Gen Z & millennials finding mobility far more important an asset, furniture sales are flattening with a decline in the need for furniture for long term tenancy.

The renting market in urban areas has also gotten a bad reputation of terrible furnishings.

IKEA has the opportunity to turn a poor living experience into one where the renter can feel at home no matter where they are, and deliver it in a cost-effective manner.

There are further opportunities for landlords and companies to furnish their homes with these packages.

[View the prototype here.](#)

