

## PROFILE

I AM A TORONTO-BASED, USER EXPERIENCE DESIGNER AND AWARD-WINNING DESIGN DIRECTOR FROM LONDON, UK.

I have 9 years of experience working on international projects from Europe to Asia, leading and collaborating with creative and technical teams, designing and developing user focused products and experiences to encourage interaction through storytelling and play.

## EXPERIENCE

### UX ARCHITECT

#### KLICK INC : 2017 - 2018

In this role I coordinate and perform user research, workshops and stakeholder interviews as well as produce low and high fidelity sketches and wireframes, web architecture and functional specs for apps, technology and websites for pharmaceutical clients.

As part of this role I enjoy the challenge of navigating the highly regulated medical industry, developing and bringing to life safe and accessible solutions to clients' needs.

### UX DESIGN, DIGITAL STRATEGY & WEB DEVELOPMENT

#### HUMBER COLLEGE : 2016 - 2017

An intensive post-graduate program to augment and develop a stronger understanding of UX design, Agile, web and app development, accessibility, web security, SEO, trends, test-driven development, responsive design and programming.

This provided me the tools to forge a deeper understanding of building user focused digital experiences, from the ground-up.

### DESIGN DIRECTOR

#### S:UK LTD : 2012 - 2016

Lead a team on product design, user testing, brand strategy, visual identity, web / UI design, digital instore displays, photo / video shoots, style-guides, packaging design and point-of-sale.

## CONTACT

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## SKILLS

### EXPERTISE

- UX & UI Design
- Usability Testing
- Wireframing & Prototyping
- Product & Graphic Design
- Web & App Design : Design, Development & Programming
- Creative Direction & Brand Strategy
- Agile & Test-Driven Development
- Accessibility Standards
- Seminars & Public Lectures

### SOFTWARE

Adobe CC (Photoshop, Illustrator, InDesign). UX Prototyping (Sketch, Axure Balsamiq, InVision), IDEs (Brackets, Sublime, PHP Storm, Xampp, Microsoft Visual Studio), Database (Oracle, MySQL), Microsoft Office, Google Office, Git, Slack.

### PROGRAMMING LANGUAGES

HTML, CSS, JavaScript, SQL, PHP, C#, XML, JSON, MySQL.

### FRAMEWORKS

Google Materialize, jQuery, Laravel, Jasmine, Bootstrap, ASP.NET (MVC), SASS, React, React Native, Babel, Wordpress.

Using a Design Thinking ethos, I collaborated with engineers and designers in China, Hong Kong and the UK. I designed and developed product ranges for brands like Diva Pro Styling, seeing it to become the leading pro hair styling brand in the UK, and Glamoriser, relaunching it as the most successful hair electrical brand in the largest UK beauty retailer for Christmas 2015.

## GRAPHIC & PRODUCT DESIGNER

**MAXX MARKETING (PART OF WPP) : 2010 - 2011**

Worked with a small team developing concepts and designs for interactive experiences, innovative toys and games to encourage consumer interaction with brands such as Kellogg's, Nestlé, Danone, McDonald's, Disney and Warner Brothers.

Used film scripts and concept art and worked with overseas engineers to develop techniques for implementing innovative technologies and manufacturing processes into our designs.

## FOUNDING MEMBER

**KITHKIN DESIGN COLLECTIVE : 2007 - 2015**

Founding member of collective exploring the conceptual side of design. Nominated for the Vauxhall Collective award and named "Shapers Of Things To Come" by The Times in London (UK).

Worked on a wide range of conceptually driven projects including design workshops, event design, seminar presentations, art installations, interactive displays, product and graphic design and trend forecasting, primarily in London, Milan and Tokyo.

Produced and curated annual design showcases providing a platform for emerging conceptual British design thinkers.

Created a digital download shop called SomeRightsReserved which applied the mp3 business model to products, allowing users, through Creative Commons licensing, to buy, copy and share the digital files to design objects.

## EDUCATION

### HUMBER COLLEGE

**2016-2017** : Web Development

### CENTRAL SAINT MARTIN'S INSTITUTE OF DESIGN (UK)

**2004-2007** : BA Hons Product Design

**2003-2004** : Foundation In Design

## AWARDS

- 🏆 **2015 HAIR AWARDS** "Best Hairdryer"
- 🏆 **2015 DAILY MAIL** "Straight Winner"
- 🏆 **2013 HAIR PRODUCT AWARDS** "Rollers"
- 🏆 **2013 NOW AWARDS** "People's Choice"
- 🏆 **2010 VAUXHALL** "Collective Award nom."
- 🏆 **2009 TIMES** "Shapers Of Things To Come"