

PROFILE

I AM A TORONTO-BASED, AWARD-WINNING USER EXPERIENCE DESIGNER AND CREATIVE 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

WEB DEVELOPMENT STUDENT

HUMBER COLLEGE : 2016 - PRESENT

Currently enrolled in a post-graduate Web Development program at Humber College to augment my UX, web and app development skills.

Developed a stronger understanding of UX design, Agile, web and app development, web security, accessibility, database, SEO, trends, test-driven development, responsive design and programming,

This experience has provided me the tools to forge a deeper understanding of the full process behind building user focused digital experiences, websites and apps from the ground-up.

Projects include the development of a table-top gaming app, a redesign of Hearst Hospital's website using an Agile workflow, as well as designing and building two phone apps from scratch.

DESIGN DIRECTOR

S:UK LTD : 2012 - 2016

Lead a team on all creative aspects of product development, including 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.

Collaborated with engineers in China and Hong Kong designing and developing ranges for brands like Diva Professional Styling, seeing it to becoming the leading pro hair styling brand in the UK,

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
- 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.

and Glamoriser, overseeing their relaunch as the most successful hair electrical brand for Christmas 2015 in Argos, one of the largest beauty retailers in the UK.

GRAPHIC & PRODUCT DESIGNER

MAXX MARKETING (PART OF WPP) : 2010 - 2011

Developed interactive experiences to encourage consumer interaction with brands such as Kellogg's, Nestlé, Danone, KFC and McDonald's, including augmented reality games.

Worked with a small team on concepts and designs for innovative toys, merchandise and packaging for film production companies including Warner Brothers and Paramount Pictures.

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

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 event design, seminar presentations, art installations, interactive window displays, ideation, product and graphic design projects, trend forecasting, primarily in London, Milan and Tokyo.

Produced and curated annual design showcases providing a platform for emerging conceptual British design thinkers and to showcase our own conceptual work internationally.

Created a digital download shop called SomeRightsReserved which applies the mp3 business model to products, allowing consumers, through Creative Commons licensing, to buy 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"