

Concise

Twenty years of Contract, Senior & Lead Experience

I design experiences which deliver on the promise we make to people when we say technology will make their lives smoother, simpler, or more fun.

Contact

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Headlines

Parkdean Activities App
increases revenue 3.2%

QA delegate journey
increased NPS by 16%

Full branding for
Parkdean Resort Digital

FHG app show increased
productivity by 20-25%

Skills **UX**

Experience Interviews
Qualitative Field Studies
Quantitative Testing
Task Analysis
Persona Building
Journey Mapping
Human-centric Design
Wireframes / Prototypes

Skills **UI**

Figma / Sketch
Photoshop / XD
Balsamiq / Axure

Skills **FE**

HTML / CSS /
JavaScript / React
jQuery / Node.js

Skills **Project**

10 Years plus of Agile
Jira / Confluence
GitHub / Azure DevOps

Experience

Cabin Pressure Freelance 2023 -

LEAD **UX** **UI** **FE** Micro-community ecommerce for specialist markets.

Senior Lead UX Designer

Parkdean Resorts Digital Leeds & Newcastle Permanent 2021/23

LEAD **UX** **UI** Activity Booking platform resulted in 3.2% revenue increase.

LEAD **UX** **UI** Holiday Home Buying Journey increased NPS by 16%.

Libertatem Healthcare Harrogate Freelance 2020/21

UX **UI** **FE** Management system for Healthcare Professionals.

Otto UK FHG Bradford Contract 2018/20

LEAD **UX** **UI** **FE** Drop Ship platform for 3rd Parties transactions with FHG.

QA Training Leeds Contract 2016/18

LEAD **UX** **UI** **FE** QA Sales Calculator, Delegate Physical Sign In App

LEAD **UX** **UI** New Delegate Experience & Course Management

University of Leeds Leeds Contract 2015/16

UX **UI** Standard Toolkit for 450 University Websites & Applications.

Bloom Agency Leeds Contract & Permanent 2012/14

LEAD **DESIGN** **FE** ADT UK, LA Fitness, Benenden & Emirates.

LEAD **UX** **UI** **FE** Studio of Things Leeds Permanent 2014/15

UX Lloyds TSB Halifax Contract 2011

UX **UI** **FE** CAP Leeds Contract 2011/12

UX **UI** **FE** Technophobia Sheffield Contract 2009/11

UX **UI** **FE** Zolv Leeds Permanent 2008/09

LEAD **DESIGN** **FE** Poulsters Leeds Permanent 2005/06

UI **FE** Photolink Manchester Contract 2004/05

DESIGN **UI** **FE** Zestmedia Leeds Permanent 2001/03

DESIGN **FE** Corporate World Batley Permanent 1999/2001

Education

Media Production / HND (Distinction) / Lincoln University / 1998

Business & Finance / National Diploma (Distinction) / Shipley College / 1993