SR

Specialist in rethinking services, shaping new business models and bringing new concepts to life.

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25+ years' of experience turning "hmm, this is confusing" into "wow, this is effortless."

I am a seasoned UK-based UX Designer & Front-End Developer with 25+ years' of experience turning "hmm, this is confusing" into "wow, this is effortless.", bringing a high level of energy and a genuine passion for crafting intuitive, user-centric, and visually compelling experiences. With a comprehensive understanding of UX methodologies, advanced user research, product management, and 15 years of experience as a full-stack developer, I possess a deep expertise in back-end technologies, frameworks, version control, and languages.

Key Skills & Qualifications

UI/UX Design & Research: Expertise in Lean UX, UX Design & Development, UX Research, and creating scalable, maintainable web applications.
B2B Collaboration & Solution Design: Skilled in working closely with businesses to understand their needs, translate requirements into technical solutions, and deliver tailored web applications through effective communication and collaboration.
Tools & Software: Proficient in Figma, Adobe CC, Sketch, Balsamiq, Marvel, Proto.io, and Atlassian software (Jira, Confluence).
Agile Methodologies: Experienced in Agile Project Management using Kanban/Scrum, sprints, and timekeeping.
Business Liaison: Skilled in B2B communication, consultancy, and interpreting briefs to align design solutions with business goals.
UX Strategy & Research: Specializing in user stories, empathy mapping, user journey mapping, flow analysis, and A/B testing.
Rapid Prototyping & Wireframing: Expertise in fast-paced wireframing, prototyping, and translating designs into usable web applications.
Digital Marketing & SEO: Knowledgeable in integrated marketing, social media marketing, on-page SEO, link building strategy, Google Ads, and Google Analytics.
Web Development, Database Management, and Server-Side Programming: Expertise in handling server-side logic with languages like SCSS, React, Node.js and Python, and ensuring secure user authentication and deployment through DevOps practices.

Employment

XOUX | Remote | Part-time Freelance
Founder & Mentor

Nov 2025 – Present · 1 mos

- **Advocate for Practical, Career-Focused UX Learning**: Emphasize knowledge that prepares designers for long-term success, beyond flashy tools or theory-heavy content.
- **Critique of Traditional UX Courses**: Address the common pitfalls of overpriced courses that focus too heavily on tools like Figma, neglecting strategy and real-world problem-solving.
- **Champion Real-World Experience**: Advocate for hands-on, practical training that bridges the gap between theory and industry application.
- **Provide Career Support and Guidance**: Offer mentorship and actionable steps to help designers break into the industry and advance their careers.
- **Simplify the Learning Journey**: Develop clear, structured roadmaps for beginners to reduce confusion and help them get started confidently.
- **Foster Industry Confidence**: Guide designers to build the skills and confidence needed to secure meaningful UX roles.

Freelance | Remote
Freelance UI & UX Designer | Brand | Graphics | Marketing | Software Developer

Dec 2024 - Present · 2 mos

XCM / Horizon | Remote | Full-time
Nov 2023 - Dec 2024 · 1 yr 2 mos

UX Product Manager| Senior Lead UI Designer | Software Developer

- **Spearheaded UX/UI design:** and product development for the Horizon application, delivering tailored solutions for major clients including Fraser Group, Metropolitan Gaming, Sports Direct, Silverstone, Jack Daniels, and House of Fraser.
- **Collaborated:** closely with cross-functional teams, ensuring alignment between design, development, and business objectives for seamless product delivery.
- **Applied user-centered design:** principles and data-driven insights to optimize user experience, resulting in improved engagement and product success.
- **Led the development:** of the Horizon website, utilizing WordPress and modern web technologies to create a responsive and user-friendly platform.

NCFE | Remote | Part-time
Oct 2023 - Nov 2023 · 2 mos

Teaching Professional - Teaching NCFE Level 3 Certificate in UX/UI and Web design

- **Remote and Personalized Instruction**: Delivered engaging online classes, providing both group sessions and one-on-one mentoring via video conferencing tools (e.g., Zoom, Google Meet).
- **Course Development**: Designed and developed comprehensive course materials, interactive modules, and assessments, utilizing modern e-learning platforms (e.g., Google Classroom, Moodle).
- **Student Success**: Empowered students to achieve NCFE Level 3 Certification in UX/UI and Web Design, incorporating hands-on projects and industry-standard tools (e.g., Figma, Adobe XD).
- **Agile Learning Approach**: Applied Agile methodologies to curriculum delivery, enabling adaptable, iterative learning, and real-time feedback.
- **Inclusive Design**: Focused on accessibility and inclusive design principles, ensuring students were equipped to create user-friendly, accessible digital products.

Roamer | Remote | Contract
Jul 2023 - Nov 2023 · 5 mos

Lead UI/UX Product Designer, Lead Shopify Dev & Integrations

- **Designed and directed:** a promotional website at Roamer, utilizing **user flows** and **UX research** to improve user experience.
- **Built a custom Shopify 2.0 theme:** for the branded e-commerce platform, contributing to **increased sales**.
- **Developed a discount application**: boosting **sales** and **customer engagement**.
- **Optimized conversion rates:** through design improvements and **user-focused features**.
- **Collaborated with cross-functional teams:** to ensure seamless feature integration and user-centric solutions.

The Design Yard | Remote | Full-time
Jul 2022 - Oct 2023 · 1 yr 3 mos

Senior UI/UX Product Designer, Developer, Systems & Integrations + B2B Project Manager
Promoted: Managing Partner - Design Lead, Marketing Consultant + Senior Consultant

- **Design & Development Leadership**: Led projects to create engaging user experiences, converting users into advocates and ensuring high-quality design solutions.
- **Client Collaboration & Scaling**: Worked closely with clients to understand their needs, offering scalable digital services and top-notch design solutions.
- **Innovation & Fresh Ideas**: Implemented innovative design concepts, positioning clients as leaders in the digital services industry.
- **Cross-functional Collaboration**: Led teams in executing responsive design strategies, resulting in a 40% increase in mobile traffic.
- **Process Improvement & Efficiency**: Streamlined user testing and persona development, reducing testing cycles by 20% and minimizing rework by 15%.

Kristin Mark Digital® | Remote | Contract
Feb 2021 - Jul 2022 · 1 yr 6 mos

Senior UI/UX Product Designer, Lead Shopify Dev & Integrations
Promoted: Dept Manager, UI/UX Product Designer, Lead Shopify Dev & Integrations, B2B Business Growth Consultant

- **Team Leadership & Coaching:** Managed a large team of UI Designers and Developers, coaching them on both hard and soft skills within an Agile/Scrum environment.
- **Client & Stakeholder Liaison:** Collaborated with clients, designers, developers, and management to produce practical approaches for eCommerce store design and development.
- **Shopify Website Design**: Creating UI designs for Shopify websites using the Integrity Theme.
- **eCommerce UX Optimization**: Supporting Shopify businesses with UX-focused design solutions to enhance user experience.

- **Design & Development Support**: Providing design and development assistance to deliver seamless client projects.
- **Client Collaboration**: Working closely with clients to understand needs and deliver high-quality eCommerce stores.
- **Team Collaboration**: Partnering with developers to ensure design and functionality align for optimal store performance.

N17 Growth Partners Limited | Remote | Contract
Aug 2019 - Feb 2020 · 7 mos

Lead UI/UX Product Designer & Front End Developer

- **Digital Strategy & Creative Direction**: Delivered digital strategy and creative direction for N17's portfolio, overseeing wireframing, prototyping, usability testing, and ideation to enhance user journey and experience.
- **User Research & Testing**: Conducted surveys, interviews, and usability testing to inform product design, resulting in a 15% decrease in user complaints and a 10% increase in satisfaction.
- **Cross-Functional Collaboration**: Worked with cross-functional teams to integrate user feedback into the design process, reducing post-launch issues by 10% and streamlining product releases.
- **Consistency & Design Systems**: Developed a comprehensive UX style guide, improving design consistency and reducing miscommunication by 20%.
- **Stakeholder Communication & Iterative Design**: Presented UX recommendations to senior management, fostering a user-centric culture, and incorporated feedback into iterative designs, improving task success rates by 15%.

Experience

NCFE Level 2 Team Leading July 2012 – June 2013
Activities and societies: Knowledge and understanding of managing a team, team leading and project management.

The Open University Sept 2008 – June 2011
Upper Second-Class Honours, Bachelor of Arts - BA, Design and Applied Arts

Massachusetts Institute of Technology Aug 2004 - June 2005
Graduate, MAS.965 - Social Visualization

GNVQ Art and design | THE INSTITUTE Aug 2001 – June 2002
2 GNVQ in Art, Design and Creativity.

HND Film Production | THE INSTITUTE Sept 2001 – June 2002
2 HND's in Film Production and Film Theory Including Communication and Information Technology.

GNVQ Advanced Media | THE INSTITUTE Sept 2001 – June 2002
Including Graphic design, Web design, DTP, Photography and Journalism.

OCR English & English Literature | THE INSTITUTE July 2013 – June 2014
Senior UI/UX Designer, Software Developer & Integrations

NCFE Level 2 Team Leading Sept 2001 – June 2002
A-Level GCSE English and English Literature.

BTEC Intermediate IT Computing | THE INSTITUTE Sept 2001 – June 2002
Including Communication and Information Technology.

HEREFORD SCHOOL OF TECHNOLOGY Sept 1991 - July 1997
8 GCSE's including Mathematics, English and Science.