

I'm a *pragmatic*, product-obsessed designer looking to work with small, user-centred teams on socially meaningful projects.

I love wearing many hats and I thrive in the gap between product vision and technical execution; coworkers describe me as the “*Swiss Army knife*” of the company. I bring together design, research, product strategy, data and engineering to deliver *meaningful* & measurable changes to users.

since january 2019

**PRODUCT DESIGNER**

at **Feeld**, the dating app for the curious · remote

The first dedicated product designer to join the team when it was a startup, I've since been responsible for evolving the app through an immense growth and shifting challenges. Some of my proudest highlights over the years include the launch of two consumables that now represent 40% of our revenue stream, co-building the design systems for two major redesigns of the app, and working on critical trust and safety features for our community.

june 2017 — may 2019

**SENIOR ACCESSIBILITY & USABILITY CONSULTANT**

at **AbilityNet**, a charity championing inclusive technology · London

I helped our clients make their digital products more accessible to people with disabilities and achieve WCAG conformance by providing audits, technical recommendations, design reviews, training, and diverse user testing. Within the team, I mentored other consultants, became a central point of contact for technical questions, and initiated a culture of knowledge sharing and documentation now widely used.

previously

Backend developer, freelance, teaching/research assistant, internships — details on request

skills

Wireframing, design thinking, interaction prototyping, user testing (planning, running, analysis), usability engineering, managing design systems, digital accessibility, documentation

**Additional experience with** UI development (primarily React Native, Framer, web technologies and scripting), data analysis, UX copywriting, localisation, Jobs To Be Done framework, automation, QA testing, customer support, physical prototyping and electronics

education

**MSc Media and Arts Technology**, Queen Mary University of London (2016) · distinction  
**BSc (Hons) Digital Interaction Design**, University of Dundee (2015) · first class honours