



Lead Product Designer with 12+ years of experience shaping user-centred digital solutions from early-stage concepts to polished products.

NEWSTORE LEAD PRODUCT DESIGNER DECEMBER 2022 - PRESENT

As a Lead Product Designer at NewStore (a Unified Commerce platform for global retail), I have successfully led design and discovery for a number high-impact features since joining.

My work spans the entire platform from Point of Sale and Order Management to Inventory Management and Store Fulfilment with key projects including building a reservations system, sales floor replenishment feature and a full stock-taking solution.

I established new design practices, such as collaborative user story mapping and prototyping, and regularly led in-person research trips across the USA, UK, and Europe. I contributed to the direction of the company by pioneering Vision-Typing sessions to directly inform and inspire product vision.

LADENZEILE PRODUCT DESIGNER OCTOBER 2019 - DECEMBER 2022

For three years I worked as a Product Designer for LadenZeile, an online shopping comparison website operating in 13 countries.

I led multiple redesign projects on our platforms both B2B and B2C as well as helping to improve the core product through extensive user testing for millions of users. I was responsible for introducing GDPR banners whilst maintaining a consistent conversion rate.

FREELANCE DESIGNER 2012 - 2019

I worked with a diverse range of clients including the United Nations, Infosys, a range of NGOs and companies in the UK entertainment industry delivering digital and print design. I operated pretty much as a one stop shop for everything from Wordpress site management and web design to book layouts and pitch decks.

EDUCATION UNIVERSITY AND SCHOOL

Music Technology BSc 2:2

Summer 2012

Leeds Metropolitan University
(now Leeds Beckett)

A-Levels (UK)

English Language
Media
Product Design