

Profile

UX designer with 15+ years' experience delivering intuitive, user-centred digital experiences in complex environments. Experienced across the full UX lifecycle, combining research, design, and delivery with a pragmatic approach to problem solving. Leveraging AI-driven workflows and tools to enhance efficiency, insight, and design execution.

Core Skills

- User Research & Discovery
- Interaction Design & Prototyping
- Design Systems
- Accessibility
- Stakeholder Collaboration
- AI-assisted workflows

Tools & Technologies

- Figma (Figma Design, Figma Make, FigJam)
- Sketch
- Axure RP
- Miro

Experience

Senior UX Designer, Willis Towers Watson - *August 2015 - Present*

Designing user-centred solutions for complex enterprise platforms supporting professionals working with large-scale compensation data and advanced workflows. Played a key role in redesigning a core compensation analysis product, modernising the experience and simplifying complex interactions to improve usability and efficiency. Contributed to the design of a centralised client homepage providing actionable insights, task-driven workflows, and unified access to multiple software products.

- Led discovery and ideation workshops using Miro, translating research insights into clear design direction and validated solutions
- Created wireframes and interactive prototypes to explore concepts and support stakeholder alignment and user testing
- Collaborated closely with engineers and cross-functional teams to deliver accessible, technically feasible solutions aligned with design systems
- Designed a centralised client homepage with integrated chatbot-assisted support, improving navigation across products and reducing helpdesk tickets by enabling users to access applications and answers independently

UX Team Lead, British Airways - *April 2013 - July 2015*

Led UX delivery across key areas of the ba.com selling flow, designing responsive experiences that improved usability and supported customer-focused outcomes. Supervised and guided the UX team to ensure solutions aligned with usability best practices and business objectives.

UX Team lead, British Airways (continued) - *April 2013 - July 2015*

- Led UX design across multiple initiatives including Hold Booking, Auto Check-in, Semi-flex Tickets, and selling flow redesign projects
- Conducted competitor analysis and user research to inform design direction and identify opportunities for improvement
- Facilitated ideation workshops and developed user flows, wireframes, and interactive prototypes
- Managed stakeholder relationships and drove alignment across product, design, and engineering teams
- Planned and supported usability testing, studio testing, and A/B testing to validate design decisions
- Produced specifications and collaborated closely with developers to support implementation

UX Consultant, Avanade - *January 2011 - April 2013*

Delivered UX consultancy for enterprise clients working within Microsoft technology ecosystems, designing user-centred digital solutions across a range of industries. Collaborated with stakeholders to define requirements, improve usability, and support the delivery of scalable digital experiences.

- Clients: Department for Work & Pensions, Thales Group UK, GroupM, Sky
- Created personas, user flows, and information architecture to define clear user journeys
- Designed wireframes, prototypes, and visual interfaces aligned with user needs and business goals
- Facilitated workshops and collaborated with cross-functional teams to shape design direction
- Contributed to front-end implementation using HTML and CSS to support development teams

UI/UX Designer, Accenture - *August 2007 - January 2011*

Joined Accenture's graduate programme as a UI developer, working under the guidance of the Head of UX to develop strong foundations in user-centred design and front-end development. Contributed to the delivery of engaging desktop and mobile experiences for high-profile global clients.

- Clients: Best Buy, Discovery Channel, Universal Music Group International, AOL
- Created wireframes and supported UX design activities across multiple digital projects
- Developed user interfaces using HTML and CSS, collaborating closely with design and engineering teams
- Supported the delivery of responsive and engaging user experiences across web and mobile platforms

Education

University of Surrey - BSc (Hons) Computer Science — Upper Second-Class Honours (2:1)
2003-2007

Collingwood College - A-Levels: Information Technology, Statistics, Communication Studies
2001 - 2003