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Intro

While studying Neuroscience at UCL, I also worked as a freelance graphic designer and web developer on the side for various student-run societies and small businesses, which I continued after graduating. In early 2015 I joined the UX Design Immersive course at General Assembly, and shortly after joined a small team of UX Designers at Cohaesus.

My passion for creativity has taken me on a journey from graphic design, to web design, to web development, and then UX tied it all together so naturally. My focus is now on continuing to create useful, usable, and engaging experiences for the web, mobile, and beyond.

Skills

UX Design

User Interviews	User Flows	Wireframing
Usability Testing	User Journeys	Design Studio
Card Sorting	Personas	Concept Mapping
Paper Prototyping	Task Analysis	Participatory Design
Digital Prototyping	Contextual Inquiry	Competitor Analysis

Software

Photoshop
Illustrator
Sketch
InVision
OmniGraffle

Development

HTML
CSS
JavaScript
jQuery
Responsive Design
Grid Systems
WordPress
PHP
SQL
Laravel

Education

University College London (UCL)

BSc. (Honours) Neuroscience
2007 – 2012

General Assembly, London

User Experience Design Immersive
March 2015 – May 2015

Professional Experience

User Experience Designer

Cohaesus Projects Ltd.
July 2015 – August 2016 (1 year 2 months)

- Liaised directly with clients on a daily basis, both over the phone and face-to-face, while conducting research, wireframing, prototyping and testing
- Redesigned the company's employee reward system, increasing daily user engagement from less than 10% to over 90%
- Introduced documented brand guidelines for the Cohaesus brand, giving all employees easy access to important brand assets
- Trained developers on the importance of UX by hosting internal workshops

User Experience Designer

General Assembly, London
March 2015 – May 2015 (3 months)

- Worked with 1ROOF, a London-based startup, to help define their target audience and increase user engagement
- Conducted surveys, both stakeholder and user interviews, created personas, user flows and user journeys
- Conducted user testing to identify existing pain points and problem areas
- Facilitated a design studio workshop with stakeholders, developed sketches, paper prototypes, digital wireframes, visual mockups and a fully-skinned digital prototype
- Created a comprehensive UI style guide

Graphic Designer & Web Developer

Freelance

September 2003 – March 2015 (11 years 7 months)

- Designed professional logos, posters, flyers and business cards for print, as well as T-shirt designs and websites
- Built and installed WordPress sites and custom-built themes, e-commerce sites, and set up and managed mailing lists
- Previous clients include two TEDx events, numerous student-run University societies, and several small businesses

Web Developer, Analyst & Creative Assistant

Chi Kri Ltd.

February 2014 – May 2014 (4 months)

- Maintained existing website, compiled reports on performance using analytics, and designed publicity material to increase online exposure

Data Analyst

Brent Mind

May 2010 – July 2010 (3 months)

- Provided statistical analysis of service users' progress to put forward a case for the continuation of funding

Interests & Hobbies

Drawing has been a passion of mine since a very young age, and my biggest inspiration comes from comic books and graphic novels. I always enjoy working on side projects and I love to experiment with new APIs to create fun new applications just to see what's possible. I also love to dance, and I have

been performing in an annual dance show every year since 2001. Around the same time I also began creating remixes of songs using music software, and this later evolved into an interest in music production, which led me to independently release my first single on iTunes in 2012.