

I've been building & designing products since 2013.

I'm humble, curious and ask hard questions skilfully to excavate problems and foster a culture of experimentation and constant improvement.

I have initiative, determination and drive. I lead by example. I've held senior and leadership roles since 2017. I've been a high performing IC in every role.

I've worked in startups, scale ups and big businesses. I'm at my best in lean, empowered & fast moving teams.

I have deep engineering knowledge. I can build quick prototypes as well as production products.



Visual Design

I know that exceptional UI design is table stakes for modern experiences and I know how to create beautiful UI which solves user problems. I take a systems view of design, thinking in terms of components that enable a rich product ecosystem.



Technical Mastery

I have a deep mastery with every tool I use to enable me to move at the speed of my ideas. I'm also fast with prototyping in code (Replit, Bolt etc). I have knowledge and understanding of front and back end programming but a deep love for CSS.



Research

I'm skilled with designing, facilitating and analysing user research, leveraging AI to make it easy to do and consume. Good research underpins good design. I'm adept at delivering crucial market and competitor analysis that informs strategic product direction.



Collaboration

I'm skilled at running meetings, workshops, interviews and presentations with a wide range of stakeholders. I can communicate complex ideas but can also put my opinions aside and facilitate tricky discussions. I've worked directly with founders a lot to translate vision to reality.

Career

Chameleon - Senior Product Designer 2022-25

Designer B2B SAAS AI

Designed & PM'd a new system of Chameleon Agents

Designed & launched a new freemium product (HelpBar).

Shipped dozens of features including market-leading innovations i.e Embeddables.

Built user research function.

Introduced AI assisted code prototyping and AI assisted user research to the team.

Egress - Head of UX 2019-22

Designer B2B SAAS (Acquired)

Created a design system.

Built user research function.

Built and led a design team.

Rapidly matured design function and process.

Promoted twice in a high pressure, fast moving and founder-led business in a highly competitive market.

SoloProtect 2017-19

Dev/Designer B2B SAAS

Service & UX Design for flagship analytics feature.

Established a user research function.

Created a design system.

Irwin Mitchell 2015-17

Dev/Designer B2C

Plusnet 2014-15

Dev/Designer B2C

Stoneacre 2013-14

Dev/Designer B2C