

Profile

Digital designer with a passion for understanding.

From strategy to production I use an empathetic approach to learn to improve people's interactions with products, brands and experiences.

My broad knowledge of digital allows me to have informed discussions with clients and developers alike. I have formed great working partnerships with developers by understanding their work processes and being sensitive to how I can get the best out of a team.

My key skills in the design process are in strategising, information architecture and UX/UI. Cracking the heavy thinking around big problems is often the difference between something that looks nice, but doesn't work and an experience that is enjoyable from end to end.

Experience

Nalla Midweight Digital Designer, 2013 - Present

Ensure the effective delivery of creative branding into the digital realm using a range of creative and communication skills and acting according to the highest standards. To design, advise and impart technical UX and UI knowledge on a project. To be an innovator and a communicator between, and ensure the successful coordination of the design team and the developer team.

Kingston University Resident Designer, 2013 - 2014

Impart knowledge and teach first year students as they adjust to a new atmosphere and way of working. Provide constructive critiquing of work carried out and assess the merits of each project.

Education

BA (Hons) in Graphic Design Kingston University, 2013

Pre-degree in Art and Design Southdowns College, 2009

Graphic Design A' Level Southdowns College, 2008

Skills & Expertise

Adobe Suite	Strategy	Client Discussion
HTML	Copywriting	Pitching
CSS	Conceptual Thinking	Presenting Ideas
UI/UX	Typography Artworking	User Empathy
Digital Campaigns	Brand Design	

Awards

YCN Student Award
2013

Transform Awards Europe (Bronze)
Best Visual Identity in the Health & Pharmaceutical Sector - 2016

Transform Awards Europe (Highly Commended)
Best visual identity from the technology, media & Telecommunications sector - 2016
