

I'm a senior product designer, and most of my career has been B2B products with a lot of data and not much agreement. I've led products from zero to launch and built design systems that teams still use. My first move is rarely to design: I work out what's actually broken, including the parts I might have caused. I also do a lot of hands-on AI work, designing for agents and alongside them. Next, I'm aiming for lead and principal roles.

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Experience

Senior Product Designer

A global cloud marketplace

2023 to Present

- Led 0 → 1 product design for a monetisation system spanning analytics and a promotions builder: defining product architecture, interaction standards, and design system foundation from scratch
- Designed the Opportunity layer: a bridge surface translating performance signals into actionable recommendations, connecting data insight to promotional execution
- Led platform-wide restyling and design direction; 85% of users voluntarily migrated to the new theme within 6 months of launch
- Embedded with cross-functional teams to transfer design direction and build consistent execution capability across the platform
- Defined interaction contracts and behavioural standards before the product scaled, preventing UX fragmentation across surfaces

Design Lead / Design Systems Lead

Scaler

2022 to Present

- Built a UX framework and design system for a data-dense ESG analytics platform spanning multiple modules and micro-frontends
- Conducted behavioural audits across product surfaces, producing a divergence map that drove prioritisation of shared interaction standards
- Established density guidelines through structured evaluation: making data density a measured standard rather than designer preference
- Drove adoption through scenario-based documentation and working sessions with design and engineering partners
- Led design function through team growth from solo designer to small team, maintaining system coherence throughout

Contract work

Product Designer

Dormeo

2021 to 2022

- UX and product design for a consumer sleep products brand: e-commerce flows, conversion optimisation, mobile-first design

UI/UX Designer

Soho Ski Club

2021

- Brand-led e-commerce design: navigation architecture, lookbook-to-shop pathways, visual identity across digital touchpoints

UI Designer / Illustrator

Qvin

2020 to 2021

- UI design and illustration for a femtech product: data-sensitive design in a consumer health context

Product Designer

FunnelBeam

2019 to 2020

- Product design for a B2B sales intelligence platform: enrichment workflows, lead routing, CRM-connected data surfaces

Graphic Designer

Little Spoon

2018 to 2020

- Brand and graphic design for a D2C children's food brand

UI/UX Designer

Berenji & Associates

2018 to 2019

- UI/UX design for a high-net-worth family law firm in Beverly Hills: website design and digital presence for a complex, trust-sensitive legal context

UI/UX Designer

Wisdom Labs

2017 to 2018

- UI/UX design for a workplace wellbeing SaaS platform: the Wise@Work app helping organisations build mindfulness and resilience programs at scale