



Experience



Head of UX • Third Bridge

Jan 2024 - Present (1 year 5 months)


- Leading a team of senior designers and the UX strategy from a services-led model to a unified, product-led growth organisation across client, expert, and internal researcher platforms
- Spearheading the development of scalable UX systems and best practices, aligning product and design across multiple tools to improve efficiency, usability, and insight delivery
- Acting as both strategic leader and hands-on designer to overhaul internal researcher workflows— improving speed, quality, and consistency of expert-client consultations



Founder • Marvyn AI

Dec 2024 - Present (6 months)

Passion project to dig deeper into the inner workings of neural networks. Full vision is to build an AI agent that achieves 99.9% resolution rate for customer support queries across all touch points.




Senior Product Designer • Fluro

Nov 2018 - Dec 2023 (5 years 1 month)

Full ownership of everything design and user experience related. Acted as the lead product designer in collaboration with the product managers and developers.


- Part of the core rebrand team along with the CEO and Head of Brand to transition from the old Lending Works to a more exciting Fluro
- Rebuilt the borrower journey and reduced the steps from 11 to 6 as well as fully optimising for mobile which makes up more than 80% of users
- Increased conversion rate from first click to submit by 14.4% which resulted in 200+ extra loan applications per month which is roughly £200,000 in loans value
- Rebuilt the portal for borrowers, eliminating inconsistencies, fixing the UX, applying the design system and rebranding the UI
- Reduced the customer queries for some questions from 100 calls and 70 emails per month to 0
- Wire-framed and designed the new marketing website from scratch using brand principles and assets from Design Studio
- Responsible for inventorying, designing and implementing an atomic design system from scratch and improving the existing interface
- Created the foundation for a new Admin Portal to be used by underwriters, CX and finance teams by using the full Design Thinking process



Design & Marketing • Sassie

Mar 2018 - Oct 2018 (6 months)

Having some time on my hands and a great desire to learn new things, I stepped out of my comfort zone and started an e-commerce store. The product range evolved over time but I managed to grow it from \$0 to ≈ \$100,000 in under 5 months




Product Designer • Rosslyn

Sep 2016 - Mar 2018 (1 year 7 months)

I worked as a lead designer along with the Product Manager. My main role was to identify usability issues by talking to the customers, creating wireframes and prototypes. I then presenting them to the main stakeholders, and based on the feedback I translated them into the final UI.

- Helped with a rebrand transition for the newly acquired company, Intergritie to blend in with Rosslyn branding
- Delivered a simplified RAPid platform with a more modern, professional UI
- Case Manager app have been fully redesigned and rebranded to perfectly fit with the Rosslyn branding and UI
- Increased customer satisfaction by solving some of their frustrations and problems through good UX principles




Product Designer • Novo Games

Oct 2014 - Dec 2016 (2 years 3 months)

Being the co-founder of the company and lead designer, my role was quite diverse. I've done pretty much everything that is involved in a start-up environment. I was responsible for everything design and user experience related. I was also involved in the marketing and business side of things to make it commercially viable.

- Developed the idea of the games, designing the concepts, game mechanics, testing the games with users as well as creating the final designs
- Launched four games on Android and iOS - Bobblehead Mania, Mirror Dash, Tubes and Polarity
- We got Mirror Dash featured by Apple on #1 position in the Arcade and Dice categories on the launch date
- We acquired over 10,000 users organically which was pretty crazy in those days



Web Designer / Web Developer • Universal Web Design

Mar 2014 - Oct 2014 (7 months)

Designed a variety of brand assets for a diverse set of small businesses. From logo designs and leaflets to being involved in the development of the marketing websites.

Specialisations

- Financial Services
- Enterprise Software
- Data analytics
- Artificial Intelligence
- E-commerce
- Game Development

Skills

Please check my portfolio for a more in-depth description of my skills.

DESIGN

UX/UI DesignWireframesUser ResearchMotionPrototypingUser TestingBrandingDesign SystemsDesign Strategy

PRODUCT

Backlog ManagementAnalyticsRoadmapsMarket ResearchAgileCompetitive Analysis

PROGRAMMING

HTMLCSSSASSJavaScriptReactJSNodeJSPythonAndroid StudioJava

Education



BSc (Hons) Computer Science • University of Essex

Oct 2013 - Jul 2016