

## SKILLS

### Leadership

- Strategic direction
- Team leadership
- Mentoring
- Client management
- Public speaking
- Pitching

### Practical

- Behavioral economics
- Customer journeys
- Process flows
- User research/testing
- Strategic thinking
- Nudge mapping
- Prototyping
- Ideation
- Stakeholder management
- Proposal writing

## SOFTWARE

- Sketch
- InVision
- Keynote
- Axure
- Omnigraffle
- JIRA

## ACTIVITIES

**Shadow Juror for BIMA Awards, 2018**

**Member of multi-agency Diversity Taskforce, 2018**

**Mentor for InQUBEate incubator program at Queen Mary University, 2017 — 2018**

**Side hustle: Creator, social media manager, and copywriter for @bobby\_the\_warrior\_princess on Instagram (currently 15k followers), 2019 — present**

## ABOUT ME

I'm a proactive, client facing Experience Design Director that regularly works with cross-departmental teams to translate business objectives and customer needs into engaging experiences based on insights from research, psychology, and creative innovation. I have experience running diverse, multi-disciplinary teams and acting in the commercial interest of an organization.

## WORK EXPERIENCE

### Associate Experience Design Director

**AnalogFolk** | London, UK | Oct 2018 — present

- Lead the client relationship and oversee all CX project work for Diageo account, including brand and internal Diageo experience
- Work as a practitioner, consultant, and advisor for other client projects across the business
- Developed an internal rapid innovation program to help create more a inclusive workplace experience for neurodiverse people

#### Key clients

Diageo, HSBC, Nando's, Nike, Unilever, PepsiCo

### Senior Experience Designer

**AnalogFolk** | London, UK | Apr 2017 — Oct 2018

- Designed end to end experiences across multiple channels, based around service design and experience strategy thinking, including developing and running client workshops and presentations and creating relevant artifacts and documentation
- Led client relationship as the CX lead for Nando's

#### Key clients

Nando's, HSBC, Scotch & Soda, Nike, Unilever, Sainsbury's

### Experience Designer

**AnalogFolk** | London, UK | Sept 2015 — Apr 2017

- Led the UX for individual client projects, including design, documentation, and user testing
- Led client relationship and oversaw all CX project work for Sainsbury's Bank, exponentially increasing the account size, allowing AnalogFolk to bypass the pitch process for the UX and Design of their mobile app

#### Key clients

HSBC, Sainsbury's Bank, Sainsbury's, Akzo Nobel

### Experience Designer

**River Island** | London, UK | Mar 2015 — Sept 2015

- Identified strategic opportunities to bridge the gap between analogue and digital touch points and improved the in-store experience
- Developed solutions across River Island digital ecosystem (website, app, and internal product management software), from ideation to prototyping

## EDUCATION

**General Assembly** | User Experience Design Certificate, 2014

**Edinburgh College of Art (University of Edinburgh)** | Master of Fine Arts in Photography, 2010 — 2012

**New York University** | Bachelor of Music in Music Business, Minor in Studio Art, 2005 — 2009