

ABOUT ME

Senior Product Designer with over a decade of experience leading end-to-end digital projects for high-traffic platforms, reaching millions of users daily. Skilled in discovery, design, and delivery within lean, agile environments. Strong problem solver with a collaborative mindset and a user-centred approach, focused on creating meaningful, efficient, and inclusive experiences that drive real business value.

A passionate accessibility advocate and inclusive design leader. Represented ITV in Parliament to champion accessibility legislation, advised ITV's CEO and Leadership Board on digital accessibility, and founded ITV Able Sparks, the company's Neurodiversity Network. Currently Co-Chair of ASOS's Disability and Neurodiversity Network, Same But Different, continuing to champion inclusive culture and design.

EXPERIENCE

ASOS 2024 - 2025

Senior Product Designer

ASOS

- **Loyalty Rewards Hub** - Lead Designer for a new customer-facing Rewards Hub as part of ASOS's Loyalty scheme. Delivered end-to-end design over five months, leading discovery, ideation, prototyping, and motion design to define how customers convert earned points into rewards. While the Rewards Hub is yet to launch, the Loyalty programme achieved a 19% adoption rate within its first two months.
- **Live Shopping** - Lead designer for this 0-1 initiative, launching Live Shopping on the ASOS app and delivering a brand new customer experience from concept to implementation. Led vendor integration, defined key customer touchpoints across the journey, and collaborated with Creative, Brand, and Marketing teams to ensure campaign and brand objectives were aligned with product requirements. Achieving 32k views and 8.7k product clicks in the first week.
- **Adaptive clothing range launch** - Represented Product within ASOS's company-wide disability inclusion group, contributing to the upcoming launch of the first adaptive clothing range by defining product guidelines, recommendations and requirements, and helping to structure disability-focused customer research groups to shape inclusive design decisions.



Product Designer

ITVX | ITV News

- **ITVX Launch** - Key player in the design team for platform rebranding and relaunch, resulting in over 3 million new user registrations and surpassing one billion streams in the first quarter, with a 48% rise in streaming hours and a 21% increase in monthly active users.
- **British Sign Language Experience** - Lead designer on the BSL experience from ideation through to implementation, working to a tight legislative-change-deadline, enabling the Deaf community of the UK to stream content in their primary language, resulting in 186k unique users.
- **UEFA Euros 2024** - Designed the live sports experience for the UEFA European Football Championship, which during live games accommodated upwards of 16 million simultaneous viewers across mobile, TV and browser platforms.
- **Accessibility Audit** - Drove a platform-wide accessibility strategy, leading an internal audit, advising senior leadership on findings. The outcomes prompted the creation of a temporary project team to implement best practices and enhance platform standards, in alignment to WCAG 2.2.
- **Blind Streaming** - Organised first of its kind workshop in ITV with member of the blind community to evaluate, feedback and enhance digital accessibility efforts. The results were highly commended and received approval at directorial level.
- **Podcast player** - Lead designer for an ITV News app podcast player, which resulted in a 37% uplift in app podcast engagement, with a listenership of over 1.6 million monthly users.

SKILLS

- **Industry-Standard Tools**
Expertise with design tools - Figma, Sketch & Adobe Creative Suite, alongside usertesting tools such as UserTesting, DScout and One Pulse, and presentation and collaboration tools such as Miro, Canva and Google Docs.
- **Prototyping & Interaction Design**
Creating wireframes, user flows and high fidelity interactive prototypes.
- **Motion & Animation**
Using Jitter to create micro-animations and bigger scale animations to incorporate motion into visual hierarchy.
- **Visual Design**
Strong visual design and UI skills, including composition, typography, colour theory and information hierarchy.
- **Cross-platform Design**
Proven ability in designing cohesive and responsive interfaces and user journeys, across app, browser platforms and Connected TV (CTV).
- **Collaboration**
Proven ability to work closely with product managers, front end and back end engineers, researchers, writers, other designers and key stakeholders.
- **User Research**
Conducting interviews, surveys, and usability tests to gather qualitative insights and quantitative data, and synthesising results.
- **Design Systems**
Contributing to design systems and component creation.
- **Product Strategy & Roadmapping**
Proven ability to balance business objectives and OKRs with user needs, contributing to commercially aware strategic decisions and long-term planning.



2015 - 2021

Product Designer

Virgin Media | Virgin Mobile

- **Mobile Hub Redesign** - Led design to streamline the Mobile Hub page, leading to a 44% uplift in clickthroughs.
- **SIM Only Upsell** - Led user research, design and development of the SIM Only upsell journey, improving the sales of 24 month contracts by 12%.
- **Merged Handset proposition** - Designed and launched user experience, combining all upsell elements and purchase add-ons as part of a singular customer journey, resulting in 26% increase in Pay Monthly phone contract purchases.
- **uSwitch Affiliate Page** - Designed the new affiliate page collaboration with uSwitch, achieving a 14% uplift in conversion.
- **Benefits of Switching Homepage** - Contributed to the design and asset creation, attracting 36% of new customer traffic.
- **A/B Testing** - Working within the CRO team, analysing user data, I designed and iterated on regular quick win A/B and multivariate testing, contributing to increased conversion and an uplift in retention.

VIZ·A·VIZ

2013 - 2015

Designer

Viz a viz

- Sole designer for the concessions collections, I was in charge of research and trend forecasting, colourways, CAD technical specs and seeing collections through production.
- Styling collections for photoshoots.
- Curating and maintaining digital lookbooks.

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2012 - 2013

Design Assistant

French Connection | Menswear and Accessories

- Assisting designers in trend forecasting and moodboards.
- Designing colourways and CAD technical specs.
- Maintaining production details on PDM.
- Curating sample displays for directorial review.

EDUCATION

- Interaction Design Foundation
UX Design
2021
- Hammersmith College
Digital Design Diploma - Level 1&2
2014
- Nottingham Trent University
BA (hons) Theatre Design
2002 - 2005
- Chelsea College of Art & Design
Spatial Design Diploma
2001 - 2002

REFERENCES & RECOMMENDATIONS

References available on request. For recommendations, please see [LinkedIn](#)

RECOGNITION

- **2025 | Nominated for an ASOS Aces Award - Category: Heartfelt Hero**
For advocating for neurodiversity inclusion across ASOS and creating an open and supportive team environment
- **2024 | Creative Access Mentorship scheme**
Selected to represent ITV as a mentor, I led a six-month mentoring programme, providing guidance and support to a recent graduate striving to break into the creative industries
- **2023 | ITV Amplify 2.0 Leadership Programme**
Awarded a place among eleven candidates company-wide, I participated in a prestigious leadership program aimed at enhancing the profile and impact of senior Deaf, Disabled, and Neurodivergent talent within ITV and the broader television industry.
- **2017 | Virgin Media Digital Transformers award**
One of fifteen colleagues recognised and rewarded for commitment, innovation and passion in helping to transform the Virgin Media site while keeping the customer at the forefront of the experience.

PERSONAL

I've always been fascinated by all aspects of design, from mid-century furniture, Art Deco buildings and classic album covers, to communist propaganda artwork, historical branding design and twentieth century youth culture fashion. I'm a self-professed history nerd, mega music fan and maintainer of too many house plants.

Five fun facts about me:

- I make my own chilli sauces.
- I live in a building with a historical Blue Plaque on it.
- I'm learning how to create my own electronic music.
- I've been obsessed with 1960s and 1970s music since I was a child and have an almost encyclopaedic knowledge of it.
- I used to live in Mexico and studied ceramics there.