

ABOUT ME

Senior Product Designer with 10+ years of experience delivering end-to-end digital products for high-traffic platforms including ASOS, ITV and Virgin Media. I combine strong UX craft, behavioural insight, rapid prototyping and a systems mindset to turn complex problems into simple, intuitive experiences. Confident working from zero to one and shaping product direction in ambiguous spaces, I partner closely with Product Managers and engineers to deliver scalable, user-centric solutions that improve engagement, conversion and retention through research-led design and structured thinking.

I am a long term advocate for accessibility and inclusive design. I have represented ITV at Parliament to inform accessibility legislation, advised C suite leadership on inclusive digital standards and chaired both ITV's and ASOS's Disability and Neurodiversity Network, working to make inclusive design an integral part of product culture.

EXPERIENCE

ASOS Senior Product Designer ASOS

2024 - 2025

- **Led end to end design for the ASOS Rewards Hub**, defining 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.
- **Led design of ASOS Live interactive video shopping from zero to one.** Collaborated with Engineering, Brand and Creative to define the full experience and ship a multi surface interactive video product that delivered a 6.2% uplift in add to bag rate, and 41.5% increase in conversion rate of video viewers vs non viewers, with average app engagement time increasing by almost 2 minutes.
- **Contributed to the ASOS design system**, creating scalable components and motion patterns that improved cohesion and delivery velocity across product teams.
- **Inclusive design leadership** - Represented Product within ASOS's company-wide disability inclusion group for the upcoming Adaptive clothing range by helping structure disability led research, identifying accessibility and UX considerations, and creating internal guidance for product teams.
- **Chair of ASOS's Disability and Neurodiversity Network**, embedding inclusive culture and raising accessibility standards across teams.

itv Product Designer ITV

2021 - 2024

- **Key member of the design team for the ITVX rebrand and relaunch.** Contributed to a platform that generated more than 3 million new registrations, one billion streams in the first quarter and a 48 percent rise in streaming hours.
- **Led BSL and accessibility experience design**, delivering compliant, intuitive flows under strict legislative timelines. Achieved 186k unique BSL users during launch.
- **Designed the UEFA Euros 2024 live sports experience** for mobile, web and CTV. Supported peak moments of more than 16 million simultaneous viewers.
- **Delivered a full platform accessibility audit**, collaborating with senior leadership on findings that resulted in a dedicated implementation programme aligned with WCAG 2.2.
- **Organised and facilitated a blind user workshop** that shaped improvements to screen reader behaviour and interaction patterns.
- **Lead designer for the ITV News podcast player**, delivering a 37 percent uplift in podcast engagement for more than 1.6 million monthly listeners.

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

- **Led the redesign of the Mobile Hub**, resulting in a 44 percent uplift in clickthroughs.
- **Designed the SIM Only upsell journey**, improving sales of 24 month contracts by 12 percent.
- **Delivered the merged handset and add ons purchase flow**, creating a single, streamlined experience that increased Pay Monthly contract purchases by 26 percent.
- **Designed the uSwitch affiliate journey**, delivering a 14 percent conversion uplift.
- **Worked with the CRO team to run frequent A/B and multivariate tests** that consistently improved conversion, engagement and retention.

Fashion Design Background

2012 - 2015

French Connection, Viz-a-Viz and other roles across menswear, womenswear and accessories. Experience in trend research, product creation and visual communication. This early background gave me a strong understanding of visual design, composition and product creation, which continues to influence my approach to digital design.

EDUCATION

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

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.

REFERENCES & RECOMMENDATIONS

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

RECOGNITION

- **2025 | Nominated for an ASOS Spotlight Award**
Recognition for hard work and creative innovation
- **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.