

Overview

With over twenty years agency and client side experience I have gained a broad range of skills to deliver creative digital products. I have a strong grounding in UX, research and conceptual thinking and have the ability to deliver concepts that embrace user needs.

I also have experience in building, managing and mentoring UX and Research teams allowing me to get the best out of people and to be able to deliver efficiently and effectively while maintaining high standards. I believe that the user experience isn't about just an interface, it is about joining up all areas of the experience to deliver one cohesive and enjoyable journey.

Recent Highlights

Lead UX & Design to redesign Betfair Horse Racing experience for mobile and desktop

Evolved PaddyPowerBetfair UX approach to include Design Sprints and User Research

Lead design and UX for the relaunch of Waterstones website and admin tool

Work History

Paddy Power Betfair
May 2018 - Present
UX & Research Lead
Spet 2017 - Apr 2018
UX Lead
Jan 2016 - Aug 2017
Senior UX designer

Redberry Digital
Dec 2013 - Nov 2015
Head of Creative

Brand & Deliver
Mar 2013 - Nov 2013
Head of Creative & Strategy

AKA Promotions
Feb 2011 - Feb 2013
Digital Creative Director

Penna Communications
Aug 2010 - Dec 2010
Head of Digital

RPM Ltd
Aug 2009 - Jul 2010
Head of Digital Creative

Voyage Design Ltd
Mar 2008 - Aug 2009
Head of Digital

Avvio Design Associates
Nov 2003 - Feb 2008
Senior Digital Designer/
Developer

Designer/Developer
Sept 2002 - Nov 2003
Freelance Digital

Volume Design
Mar 1998 - Sept 2002
Head of Digital

Various
Oct 1989 - Mar 1998

