



Over 10 years experience as a digital designer. Working within design agencies, in-house teams and start ups.

My aim is to create meaningful experiences for users whilst developing better visual languages for brands.

## connect

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## software knowledge



Figma



Sketch



XD



Illustrator



Photoshop



InDesign

## skills

UI | UX | Information Architecture

Wireframing | Interaction Design

Prototyping | Pitching + Presenting

App Design | Web Design

Art Direction | Branding + Identity

Project Management

Understand Code Principles

## qualifications

Design for Sustainability (short-course) 2020

Adobe Photoshop Advanced Award 2010

UWE : BA (Hons) Creative Design, 2:1 2008

# pardodesign

## freelance digital design

## experience\*



**UX/UI Designer • Cookt Appt - 2 months**

Performing user testing and UI implementation for this online cookbook app, this included creating high fidelity prototypes and UI guidelines



**Senior Digital Designer + UI • Maverick Design Studio - 4 months**

Re-branding and developing internal and external websites for DHL and Coca, improving UI and user touchpoints



**Senior UI Designer • Interbrand Studio - 2 months**

Working with this agency to create a new recipe app for Tesco's Christmas campaign, developing existing at UX and UI.



**Lead Creative + UI Designer • Miniclip - 4 months**

Heading up a re-branding for Ultimate Golf mobile game, producing a new brand direction and creating associated touchpoints



**Senior Digital Designer + UI • Design Bridge Studio - 4 months**

Designing and developing new websites for Durrex and VEET, this included creating information architecture and UI toolkits



**Product Designer + Lead Creative • Snomads - 3 months**

Full website re-design/build for hospitality company with a focus on a users booking process. Brand direction and UI was overhauled.



**Product Designer + Lead Creative • Megabyte - 5 months**

Developing end-to-end digital products for this business analyst company including; news app, database, websites and additional digital touchpoints



**Senior UI Designer • NVIDIA - 6 months**

Working within an in-house team at this leading tech company developing an international event app and websites



**Interaction Designer + Lead Creative • Numbate - 10 months**

Co-running a small studio, conceptualising and producing interactive mobile adverts for brands including: BMW, BBC, PS4, M&S and Legoland

\*projects above are an overview, please visit my [website](#) or email me to request a tailored pdf portfolio

## previous experience



**Digital Designer**

Publicis Blueprints

Nov 2014 - July 2015



**Junior Designer**

Fox Parrack Singapore

Nov 2012 - July 2014



**Digital Design Intern**

National Theatre

Feb 2011 - July 2012