

Concise

Over Twenty years of Contract, Senior & Lead Experience

I design experiences which deliver on the promise we make to people when we say technology will make their lives smoother, simpler, or more fun.

Contact

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Headlines

UX/UI on Lexxic Digital Transformation designed to scale

Increases revenue on Parkdean Activities App

Full branding for Parkdean Resort Digital

Productivity focused FHG app shows significant increases

Skills **UX**

- Experience Interviews
- Qualitative Field Studies
- Quantitative Testing
- Task Analysis
- Persona Building
- Journey Mapping
- Human-centric Design
- Wireframes / Prototypes

Skills **UI**

- Figma / Sketch / AI
- Photoshop / XD
- Balsamiq / Axure

Skills **FE**

- HTML / CSS /
- JavaScript / React
- jQuery / Node.js

Skills **Project**

- 10 Years plus of Agile in many organisations
- Jira / Confluence
- GitHub / Azure DevOps

Experience

Cabin Pressure Contracts & Freelance Projects 2023 -

Lexxic Harris UX / UI Design Consultant Contract Project 2024/25

LEAD **UI** Customer Facing & Internal End to End User Interface design.

LEAD **UX** Int/Ext user research, profiling, task mapping & journey planning.

Other Projects Freelance 2023 -

UX **UI** **FE** Freelance Creative Arts & Interactive Experience projects.

Senior Lead UX Designer

Parkdean Resorts Digital Leeds & Newcastle Permanent 2021/23

LEAD **UX** **UI** Activity Booking platform resulted in 3.2% revenue increase.

LEAD **UX** **UI** Holiday Home Buying Journey increased NPS by 16%.

Libertatem Healthcare Harrogate Freelance 2020/21

UX **UI** **FE** Management system for Healthcare Professionals.

Otto UK FHG Bradford Contract 2018/20

LEAD **UX** **UI** **FE** Drop Ship platform for 3rd Parties transactions with FHG.

QA Training Leeds Contract 2016/18

LEAD **UX** **UI** **FE** QA Sales Calculator, Delegate Physical Sign In App

LEAD **UX** **UI** New Delegate Experience & Course Management

University of Leeds Leeds Contract 2015/16

UX **UI** Standard Toolkit for 450 University Websites & Applications.

Bloom Agency Leeds Contract & Permanent 2012/14

LEAD **DESIGN** **FE** ADT UK, LA Fitness, Benenden & Emirates.

LEAD **UX** **UI** **FE** Studio of Things Leeds Permanent 2014/15

UX Lloyds TSB Halifax Contract 2011

UX **UI** **FE** Technophobia Sheffield Contract 2009/11

UX **UI** **FE** Zolv Leeds Permanent 2008/09

LEAD **DESIGN** **FE** Poulters Leeds Permanent 2005/06

UI **FE** Photolink Manchester Contract 2004/05

DESIGN **UI** **FE** Zestmedia Leeds Permanent 2001/03

DESIGN **FE** Corporate World Batley Permanent 1999/2001

Education

Media Production / HND (Distinction) / Lincoln University / 1998

Business & Finance / National Diploma (Distinction) / Shipley College / 1993