



I've been lucky to juggle both agency gigs with multiple projects and in-house roles, honing in on a single product.

Over the years, I have explored code, delved into UX, and embraced the creativity of digital marketing. However, my true calling has always been UI Design.

The excitement of solving creative challenges, crafting seamless interactions, and weaving complex prototypes is what fuels my daily drive.

My forte lies in creating or dissecting brand guidelines and transforming them into tangible digital products, a skill I've fine-tuned over time through a robust and creative process.

This process, rooted in core principles, forms the bedrock of my problem-solving approach, blending empathy, creativity, surprise, and precision. As this process evolves, so does my creative prowess. My ambition keeps me driven to achieve my goals, and my meticulous nature ensures I'm always chasing perfection.

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Experience

Summary

Creative recognition



Sept 2022 & Oct 2021



Jan 2019



Jan 2017



Sept 2015



2008/2009

Experience

UI Design Specialist

Darren Designs Limited Jan 2014 - Present

- Worked in many sectors from eCommerce, Arts & Cultural and hospitality to design systems for SaaS products.
- Proven track record of delivering visually stunning and functionally robust UI designs that elevate user experience and engagement.
- Expertise in leading collaborative efforts to define project requirements, prioritise tasks, and ensure seamless execution within project timelines and budgets.
- Proficient in industry-standard design tools such as Figma, Sketch, Photoshop, Illustrator, and InDesign, enabling efficient creation and iteration of design concepts.
- Strong communication skills, facilitating effective collaboration with cross-functional teams, stakeholders, and clients to translate project goals into compelling UI solutions.
- Adaptable and versatile, capable of navigating diverse industries and project scopes, from eCommerce platforms to immersive digital experiences.
- Dedicated to staying updated with the latest design trends, technologies, and best practices, continuously enhancing the quality and relevance of UI designs.
- Passionate about fostering a culture of creativity, innovation, and collaboration, inspiring team members to deliver their best work and exceed client expectations.
- Committed to advocating for user-centric design principles and accessibility considerations, ensuring inclusivity and usability for all users.

Head of UI Design

Effect Digital Jan 2020 - Jan 2024

- Lead teams to ensure seamless collaboration, productivity, and adherence to design standards, fostering a culture of innovation and creativity.
- Establish and maintain a consistent design language and style guide, aligning UI designs with client expectations and brand identity.
- Collaborate with project stakeholders to define requirements, prioritise tasks, and implement responsive, user-friendly design solutions.
- Champion user-centred design principles, integrating accessibility considerations and staying abreast of emerging trends and technologies.
- Review and provide actionable feedback on UI designs, ensuring high quality and consistency while optimising design workflows.
- Bridge the gap between design and development teams, ensuring successful implementation of UI designs and data-driven optimisations.

Lead UI Designer

Un.titled Feb 2018 - Jan 2020

UI Designer

Propeller Digital Jan 2014 - Jan 2018

Digital Designer

Dunelm Mar 2010 - Jan 2014

Junior Digital Designer

Baseline Jun 2008 - Nov 2009



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Education

2:1 BA Honours in Graphic Design

Derby University Sep 2004 - Jun 2008

4 AS & 2 A Levels Product Design, ICT, Media Studies & Psychology

Guthlaxton College 2002 -2004

Figma

4 Years

Sketch

4 Years

InVision

4 Years

Photoshop

15 Years

Illustrator

15 Years

InDesign

15 Years

Software capabilities

Summary

Main takeaways

- 16 Years industry experience.
- Worked in both agency environments and in-house for a single product.
- Specialise in eCommerce, arts & cultural and hospitality projects.
- Design system experience for SaaS products.
- Ability to understand, pick apart & improve brand guidelines to transform into tangible digital products.
- Established & developed adaptable processes.
- Understand the benefits & limitations of code.
- Team leader & mentor.
- Competent presentation skills.
- Understand the importance inclusive & accessible design.
- Advocate of thorough development guides.



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