



Leading Product Design at every stage

16 years experience building happy, high performing teams. Shipped multi-revenue growth products that users love. Driven strategies & visions with huge business impact. Worked in multi-sided marketplace, e-commerce & regulated industries.

All with a positive, 'let's do it' approach.

Skills

Leadership

Vision & design strategy
Commercially savvy
Stakeholder alignment

Management

Talent dev & perf management
Hiring, scaling teams
Supportive caring coach

Design

Product discovery & design thinking
Workshops, prototyping, user testing, Figma

Education

Norwich University of the Arts
2003 - 2006
BA Visual Studies - 1st class Honours

University of Reading
2015
Certificate, Managing People

BCOT
2001 - 2002
Art & Design Diploma -
Distinction

Nielsen Norman Group
2017
Leading Highly Effective UX Teams

KLC School of Design, London
2023 - present
Certificate in Residential Interior Design

Contact

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British Citizen

Selected Experience

Head of Consumer Product Design

Zoopla | 2019 - 2024

- Created a £1million net new subscription revenue stream, Zoopla Plus, by getting hands-on leading a design discovery product team. Utilising the end-to end product design process. From user interviews to Figma designs.
- Hired, nurtured, coached and developed the careers of over 25 designers and researchers across the spectrum of seniority levels. Led the team through many times of change. Always with care and compassion
- Worked with exec-level stakeholders across the business to develop strategy and drive business growth. Notably in developing a vision for the My Home product which generated over 2 million sign-ups.
- Embedded experimentation, data-led design practices across the business.
- Facilitated workshops, designs sprints and user testing sessions. Led dozens of design initiatives.
- Designed the design org - matching business need whilst scaling a skills diverse team. Developed a career framework to rival the top tech firms.
- Created a supportive, empowered design culture with no egos, welcoming of every idea and always up for a hug.

Head of UX

Zava | 2015 - 2019

- Built and scaled a design team from 0 to 15 UX/UI Designers, Researchers and Graphic Designers.
- Promoted to Exec team to shape company strategy. Generated £1.5m in growth from design initiatives.
- Established autonomous high performing, cross-functional Agile product teams, in collaboration with the CPO. Embedded designers and implemented optimisation and experimentation methodologies.
- Created career pathways and a multilayered design org. Coaching, career progression and performance management.
- Delivered a highly successful rebrand from DrEd to Zava.

Lead Experience Designer

MOO.com | 2013 - 2015

- Led a full scale design and build for an MVP web app for MOO's business customers.
- Managed a team of 3 Designers. Supported the Head of UX in scaling the UX team. Created a career framework.
- Prototyping, wireframing, UI design, workshops and user research.
- Pioneered the first sprint zero approach for the M4B product team.

Lead UX/UI Designer

MMK Media | 2012 - 2013

- Agency-side. Projects included HMV's, myHMV app. End-to-end UX and UI. Embedded the businesses first foray into a design thinking approach.

Creative Director

Wintercorn | 2008- 2012

- Ran this small web design and consulting agency until it was sold in 2012. Hired multiple staff and headed up the creative and client relationship side of the business.