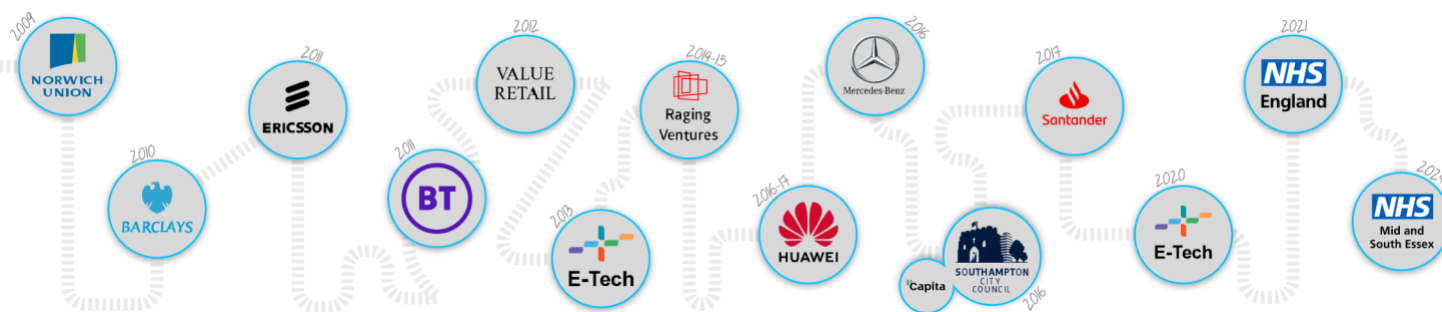




About Me

I'm a Senior UX/UI Designer with over 15 years of experience, working across sectors such as Health, Banking, Local Government, Telecom, Automotive, Technology & Automation, and Retail. My work spans user-centred design, interactive design, moving media, visual effects, and branding, with clients ranging from individuals to large enterprises. I specialise in crafting intuitive design systems, seamless user journeys, interactive prototypes, and high-fidelity designs, ensuring they align with user needs and business goals. With hands-on experience in agile Scrum and Kanban environments, I'm committed to collaboration, leading by example, and driving projects to successful completion, focusing on quality, innovation, and end-user satisfaction.



Employments



NHS - Mid and South Essex [Hybrid/Southend]
Senior Digital UX/UI Designer
Mar 2024 – Present

Transitioning from NHS England to my current role at Mid and South Essex NHS Foundation Trust (MSE), I continue to apply my deep expertise in user experience (UX) and user interface (UI) design to drive impactful digital transformation within healthcare. As a highly experienced UX/UI designer, I lead the end-to-end design process, managing all stages from initial research and wireframing to prototyping and delivering high-quality UI designs. Collaborating closely with the Chief Clinical Information Officer (CCIO), product managers, engineers, and key stakeholders, I translate complex clinical and operational requirements into seamless, intuitive, and user-centric digital experiences. Through user research and usability testing, I ensure that all design decisions are evidence-based and aligned with real user needs. Additionally, I play a key role in maintaining and evolving the organisation's design system, ensuring consistency, accessibility, and an enhanced user experience across all products.

Key Projects

- **NHS Mid and South Essex (MSE) Design System:** Developing a comprehensive, responsive design system from the ground up.
- **Acute Care Portal (ACP):** Leading a full-scale transformation of a B2B dashboard, from user research to UX definition and implementation of the new design system.
- **Pathology System:** Complete transformation of a B2B pathology dashboard used by doctors, nurses, and clinicians.
- **Maternity Self-Referral:** Designed and implemented a user-centric transformation to enhance the end-user experience and integrate the new design system.



NHS England [London]
Digital UX Designer (Digital Transformation)
Aug 2021 – Mar 2024

I have been working within the NHS since 2021 for their Bowel Cancer Screening System (BCSS), as well as for Lynch Syndrome. BCSS is a legacy screening system since 2006. My objective is to bring BCSS into the 21st century, by simplifying its user journey, applying dynamic user experience, keeping it user & patient-centred, as well as to improve its diagnostic process turnaround. To understand the current system's pain points and future expectations; I am user-researching directly with the Laboratory Assistants, General Practitioners, and Hub Managers, as well as key stakeholders etc.

Mainly, I have been working on 4 main areas as follows:

- Built a non-existing responsive design system by adhering to the NHS and the Gov.UK design guidelines and principles.
- BCSS Subject (a.k.a. Patient) Search Dashboard
- BCSS Send a Kit
- BCSS overhaul & transformation



E-Tech Solution [London]
Senior UX/UI Designer (Digital Transformation)
Aug 2020 – Aug 2021

I collaborated with E-Tech Solution to drive the digital transformation of two key products for one of their major fintech (banking) clients. In this role, I led and coordinated efforts across design, development, and testing teams, ensuring the delivery of a modernized, user-centric journey. Additionally, I effectively acted as a design scrum master, overseeing the digital transformation product roadmap and ensuring seamless execution aligned with business objectives.



Santander UK plc [Milton Keynes]
UX/UI Designer
Jun 2017 – Dec 2019

At Santander, I played a key role in both internal and external (customer-facing) projects, delivering interactive UX/CX flows, user stories, low-fidelity static and interactive mock-ups, developer guides, and pixel-perfect final UI designs for the development phase. Throughout the project lifecycle, I closely collaborated with product owners, stakeholders, engineers, researchers, managers, developers, and testers, ensuring seamless execution and continuous refinement. To uphold best practices in usability testing, I leveraged all available resources and maintained documented evidence in an auditable format, ensuring compliance with industry standards. As part of my drive to enhance fintech services, I proudly introduced colourful scalable vector Java animations within Santander's corporate banking native app and desktop services, marking a first for the organisation.

Design Approach











I ensured all projects adhered to **Government Design Principles** and **Google Material Design standards**, maintaining a strong focus on usability, accessibility, and modern design strategies.

Key Projects

- **Open Banking:** AISP (Account Information Service Provider) – External
- **Open Banking:** PISP (Payment Initiation Service Provider) – External
- **Corporate Banking:** Greenfield project for the Connect mobile app for corporate clients – External
- **Corporate Banking:** Digital transformation to the latest standards – External
- **Master & Visa Card:** Digital transformation for the Authorisation Console (enterprise desktop solution) – Internal

Through these projects, I contributed to Santander's digital transformation, ensuring a seamless, modern, and user-centric banking experience.

Employment (before 8 years)

 Southampton City Council [Capita Plc] UX/UI Designer	Southampton	Jun 2016 Dec 2016	 Mercedes-Benz Interactive Designer (UX/UI Animation)	London	Feb 2016 May 2016
 Huawei Technologies Lead User Interface Designer	London China	Oct 2015 Feb 2016	 Raging Ventures Ltd. Lead User Interface Designer	London	Mar 2014 Sep 2015
 E-Tech Solution Digital Multimedia Designer (UX/UI)	London	Mar 2013 Mar 2014	 Value Retail Plc Digital Designer / UI Designer	Oxfordshire	May 2012 Dec 2012
 British Telecom UI Designer / Graphics Designer	London	Dec 2011 Mar 2012	 Ericsson UK Ltd. UI Designer	Reading	Jan 2011 Sep 2011
 Barclays Bank plc 3D Artist / UI Designer	Poole, Bournemouth	Feb 2010 Oct 2010	 Norwich Union Junior Graphic Designer	Norwich	May 2009 Dec 2009

Technologies, Tools & Expertise

Graphics

Adobe Photoshop CC, Adobe Dreamweaver CC, Adobe Acrobat Pro DC, Adobe Flash CC (Action Script 3 'basic'), Adobe Contribute, Adobe Illustrator CC, Adobe InDesign CC, Adobe XD CC, Sketch, Zeplin, Figma, Principle

Media Misc.

Poser, X-Frog, Bryce 7 Pro, Sorenson Squeeze, Final Cut Pro, Adobe Soundbooth, Bink, Xillisoft

Moving Media

Adobe Premiere, Adobe Media Encoder, 3D Studio Max, Autodesk VIZ, Cleaner, Corel Media Studio Pro 8, Corel VideoStudio Pro Ultimate, Corel MotionStudio 3D, Telestream Episode Engine, Lottie (Bodymovin)

Visual Effects

Adobe After Effects, Redgiant Trapcode Particular, Boris Red, 3D Album Pro, Adorage ProDAD, Adorage Mercalli, Particle Illusion, PhotoGraphic Edge, Adobe Lightroom, Adobe Edge Animate CC

Web Editing

Adobe Dreamweaver, XML Spy, MS Expression Web, App Sketcher, Macromedia Homesite, WebStorm, Adobe Muse, Adobe Edge Animate CC, Adobe Edge Reflow CC

Web Standards

W3C, WAI (AAA), DDA, Usability, Accessibility, Section 508 [US], SEO

Branding

Branding expert, Creative designs, Wireframes, Prototypes, Bootstrap, Liquid, Elastic, Static & table-based layouts, Adobe XD CC, OmniGraffle, Microsoft Visio, Balsamiq, Axure, Sketch, Zeplin, Figma

Markup Languages

HTML5, XHTML, CSS2, & CSS3

IT Skills

I maintain my workstations (macOS & Windows) and I am confident in using all major operating systems

Experience and Skills

Web & UI/UX Design

- Led user journey design, site architecture, and UI development for main pages, dashboards, and mobile UX/UI.
- Designed logos, brand identities, landing pages, and annual reports with pixel-perfect precision.
- Created cross-platform, Retina & 4K-ready interfaces for desktop, tablet, and mobile.
- Developed and maintained design guidelines from small business sites to database-driven corporate platforms.
- Integrated dynamic media (Flash, QuickTime, Streaming) into web designs.

Print & Digital Campaigns

- Designed logos, brand identities, brochures, newsletters, posters, trade show materials, and magazine ads.
- Expertise in RGB & CMYK colour theory, typography, kerning, and layout for high-quality print production.
- Deep understanding of artwork concepts for targeted audiences and usability.

Multimedia, Motion Graphics & Video Production

- Introduced SVG animations for Santander Bank's corporate web and app platforms.
- Produced and directed training videos, documentaries, and marketing content in SD/HD/4K.
- Collaborated with actors, writers, and directors; expertise in AVCHD, video editing, and digital composition.
- Designed interactive UIs for online movies, and developed media compression and streaming solutions.
- Experience with film & digital photography workflows, including RAW image manipulation.

Technical Proficiency

- Source Control: VSS, Subversion, PVCS, CVS
- Web Servers: Apache, Tomcat, IIS, JBoss
- OS: Windows, macOS, Ubuntu
- CMS & IDEs: Rhythmyx, TeamSite, Adobe Contribute, VisualStudio.Net, Eclipse, MS SharePoint
- Development Methodologies: Agile, XP workflows
- Mobile UI/UX: Expertise in iOS, Android, Windows Mobile, Palm, Symbian, and BlackBerry

Academic Qualification

• PG Cert. in Arts: Multimedia, University of East London	• Diploma: Non-Linear Audio/Video
• Diploma: 2D/3D Animation	• Diploma: Computer Science
• Higher Diploma: Graphics & Designs	

Personal Strengths

• Committed to delivering exceptional service	• Thrive in dynamic, agile environments
• Perform effectively under pressure	• Adaptable and resourceful
• Strong problem-solving skills	• Practical and results-driven approach
• Proactive and self-motivated	• Fast learner with a keen ability to adapt