

ABOUT

I'm currently a Senior Product Designer at ITVX in the Core Experience product team. My role is to create designs that align with business goals and prioritise projects that have high user value for Smart TV, browser and mobile devices.

I'm an end-to-end product designer overseeing the entire design process - managing senior stakeholders, facilitating workshops, mapping user journeys, creating interactive prototypes, and producing high-fidelity designs in Figma. Working closely with product, engineering and research teams, I've successfully delivered new experiences that strike a balance between UX best practices and business objectives.

I enjoy learning about user needs and finding solutions with constraints to drive both UX goals and business success.

EDUCATION

Massey University (New Zealand)

Bachelor of Design, Graduated 12/2010

Media Design School (New Zealand)

Diploma in Digital Media, Graduated 01/2012

SKILLS

Figma - Expert
User Testing - Expert
User Research - Expert
iOS/Android app - Expert
Adobe CC - Proficient
HTML/CSS - Proficient
Design System - Proficient
Miro - Proficient
Jira/Confluence - Proficient

English - Fluent
Korean - Fluent

HOBBIES

Pottery
Painting
Travelling
Dog training my corgi called Miso 🐶

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WORK EXPERIENCES

● **ITV (ITVX Streaming)**

Senior Product Designer, 05/2023 - present

Creating user interfaces for Smart TV, browser and mobile platforms in the Core Experience team. Lead designing projects to manage stakeholders and facilitating workshops to collaborate with multiple teams. Achieved 14.7% increase in conversion to stream rate in a recent project.

● **Bitfount (Federated AI and Data Science)**

Freelance Product Designer, 04/2022 - 04/2023 (1y 1m)

Led and created the experience for the B2B & B2C data and machine learning platform. Key challenge was to make it user friendly for everyone, not just the technical users. I designed both the localised app and cloud experiences, helped launch the Beta version of the platform. I also established the business' Design System working closely with engineers.

● **Earth Cubs (Educational Gaming App & Web Platform)**

Senior Product Designer, 06/2020 - 05/2023 (2y 9m)

Designed an engaging reward system that incentivised young users (4-12yrs) through fun, positive reinforcement. Crafted 7 educational environments launching in the Earth Cubs gaming app. Worked on solving the issue of low sign-up rates and increased it by 30% with redesign of the onboarding journey. I also created the teachers online interactive learning tool which is used for classroom teaching.

● **DueDil (B2B FinTech SaaS)**

Product Designer, 08/2018 - 05/2020 (1y 9m)

Owned UX research and shaped new features to surface company house information for due diligence, compliance, and market expansion to cater for financial services. Created data visualisations to effectively display related company structures. I also conceptualized the On The Go mobile app as part of my passion project to target the 36% of our web traffic users.

● **LogicSpot (Ecommerce Agency)**

UX/UI Designer, 01/2017 - 08/2018 (1y 7m)

Designed and optimised ecommerce experiences for established British brands like The Conran Shop, Boodles and Tom Dixon. I worked closely with the clients to understand their needs and business goals designing and testing variations to increase checkout conversion - some as high as 90% increase.

● **Pebble{code} (Digital Innovation Consultancy)**

Digital Designer, 05/2015 - 09/2016 (1y 4m)

● **T-bone Digital Productions (Digital Agency)**

Digital Designer, 04/2012 - 09/2014 (2y 5m)