

PROFILE

For 13 years I have turned complex systems and ambitious product challenges into clear, human-centred design solutions. I work across the full spectrum of design leadership: shaping strategy with senior stakeholders, conducting and synthesising research, defining accessible and inclusive digital experiences, and staying hands-on with the craft. I have scaled design teams, built design systems on strong foundations, and led multi-disciplinary squads through significant organisational change.

I am equally comfortable facilitating a strategic workshop with a leadership team and reviewing interaction details with engineers. I care deeply about accessibility and inclusive design, and I bring accessibility thinking into practice from discovery through to delivery. Having led product design at scale in both enterprise consultancy and high-growth startup environments, I bring a rare combination of strategic depth, hands-on craft, and the people leadership experience to build and grow high-calibre design teams.

EXPERIENCE

Freelance

STAFF PRODUCT DESIGNER

2026

Led product design for an AI-native operations platform, from discovery through high-fidelity prototyping. Grounded the work in primary research (personas, jobs-to-be-done, information architecture, and a table-stakes versus differentiation analysis) that defined how the product should use AI. Set the experience principle that intelligence reaches users proactively rather than through a chat prompt, and the process model behind it: every AI-driven action is proposed, approved, then executed, with every figure traceable to its source. Vibe coded the prototypes to high fidelity, delivering working operator and member experiences in code rather than static mockups.

TheyDo

STAFF PRODUCT DESIGNER

2025-26

Designed analytics and insights features within TheyDo's journey management canvas, helping enterprise teams surface patterns across large volumes of customer data and connect them to strategic decisions. Collaborated closely with product and engineering to translate complex data relationships into clear, usable interfaces, and contributed to weekly critiques and tactical planning to shape design's influence on the product roadmap.

Reshape Biotech

LEAD DESIGNER

2024-25

Joined as the first full-time design hire and established the design function across both product and brand. Led design of software for scientists and researchers, translating highly technical workflows into clear, usable interfaces. Co-created the company's Design System built on strong foundations, defining design tokens, component architecture, and a new visual language.

Pleo

PRODUCT DESIGN DIRECTOR

2018-24

Joined as the third product designer and stayed for five years, growing with the company from 40 to 900+ employees and 30,000+ business customers across Europe. Scaled the Design and Research function as director from 4 to 40+ people, managing and coaching senior practitioners while remaining hands-on with product design. Defined hiring frameworks, team structure, and design practice standards. Embedded a culture of evidence-led design, with research feeding directly into product prioritisation and strategy. The work I led and contributed to supported Pleo's 39% customer growth and 50%+ revenue increase in FY23.

Momondo (Kayak)

SENIOR UX DESIGNER

2018

Contributed to the core Flights product during Momondo's backend integration with Kayak following acquisition, ensuring continuity of UX and accessibility standards throughout a complex technical migration. Worked across web and mobile to deliver a consistent, responsive experience.

Designit

SENIOR UX DESIGNER

2016-18

Led digital transformation projects for major clients including Lloyds Banking Group, Castrol, and BP. Delivered scalable, user-focused solutions with measurable business outcomes, operating within complex stakeholder environments and advocating for user needs alongside business requirements. Designed for accessibility and inclusive use across web and responsive platforms.

Tigerspike (Concentrix)

SENIOR UX DESIGNER

2016

Delivered strategic UX projects aligned to business goals, leading research initiatives and creating product vision roadmaps to guide development and influence prioritisation.

Symplicit

SENIOR UX DESIGNER

2014-15

Executed a wide range of user research methods across client engagements including heuristic evaluations, usability testing, contextual inquiries, diary studies, and concept testing. Translated findings into actionable design recommendations and prototypes.

CISRA (Canon)

UX DESIGNER

2012-14

Working in Canon's Australian R&D team, developed consumer, medical, and commercial interface concepts for Mixed Reality (AR, VR, XR) and projection systems. Created use cases through sketching, storyboarding, and video presentations.

EDUCATION

Queensland University of Technology

BACHELOR OF DESIGN · INDUSTRIAL & INTERIOR DESIGN

2007-10

BRISBANE, AUS

San José State University

STUDENT EXCHANGE · INDUSTRIAL DESIGN

2009

SAN JOSÉ, USA