Senior UX Designer

About

Senior UX and Product Designer with over 13 years' experience across global organisations and early-stage startups, including four years designing EdTech products. Experienced in leading end-to-end design, using research to inform product decisions and developing design systems that improve consistency and delivery. My background combines hands-on UX expertise with people management, mentoring and collaboration with multidisciplinary teams. I'm passionate about creating accessible, user-centred products that balance user needs, technical constraints and business goals.

Core Skills & Tools

User-Centred Design · UX/UI Design · User Research & Interviews · Information Architecture · Interaction Design · Figma · Wireframing & Prototyping · Design Systems · Accessibility (WCAG 2.2 AA) · A/B Testing · Service Design · Product Strategy · Stakeholder Management · Agile Delivery · Team Leadership & Mentoring · AI Tools (Claude, ChatGPT, Google Gemini)

Experience

Product Designer, Freelance

Jul 2026 – Present

Providing UX and product design consultancy to University College London (UCL) and small businesses, focusing on user research, conversion optimisation and improving digital experiences.

- Conducted competitor benchmarking and UX analysis of UCL's Holistic Design Thinking and Practice short course page, identifying barriers to conversion and opportunities to improve the user journey.
- Developed recommendations for clearer audience targeting, content and conversion-focused improvements, supported by a business case to increase course sign-ups.

Product Designer, Grasp

Oct 2023 – Jun 2026

Sole Product Designer at an early-stage EdTech startup, leading UX design from discovery through to delivery. Worked directly with the founder, university professors and engineering team to shape product direction, prioritise features and turn complex educational requirements into intuitive learning experiences.

- Co-led product discovery through user interviews and performance analysis, translating findings into product priorities and design decisions.
- Led the end-to-end design of Grasp Pathways, a personalised learning product that adapts to each learner's knowledge and skills.
- Partnered with university professors to design Grasp Concepts, translating academic expertise into intuitive user journeys based on structured prerequisite concept mapping.
- Used rapid prototyping and iterative design to test concepts early, working in one-week delivery cycles and reviewing builds before release to maintain design quality.
- Participated in Product Owner recruitment panels, contributing a UX perspective to candidate assessment.
- Helped establish learning communities in Bengaluru and Hyderabad, bringing insights from international learners back into product development.
- Designed marketing assets and email campaigns to support product launches and maintain consistency between the product experience and communications.

Product Designer, Tutorful

Aug 2022 – Sep 2023

Responsible for designing tutor-facing features, from onboarding to job search, improving usability, consistency and conversion across the product.

- Led the redesign of app onboarding, simplifying the tutor sign-up flow and increasing completion by **12%**.
- Designed an in-person lesson limit feature allowing hybrid tutors to manage demand without disabling in-person availability, achieving **31% adoption within two months**.
- Automated tutor training using AI and launched a Tutor Resource Centre with captioned training videos, improving accessibility and reducing onboarding friction.
- Built the app design system across native iOS, Android and custom components, establishing reusable patterns and shared standards that improved consistency, reduced duplicated effort and accelerated delivery.
- Ran A/B tests to improve tutor engagement and job search, using data to validate and iterate on design decisions.
- Co-led qualitative and quantitative research with the Product Manager, including user interviews and surveys.
- Participated in Product Owner recruitment panels, contributing to candidate assessment from a user-centred design perspective.

Senior Digital Designer, Experian

Nov 2020 – Jul 2022

Led design for e-commerce marketing projects and product optimisations, contributing to marketplace feature development. Combined hands-on design with formal people management, project leadership and responsibility for external design resources.

- Line managed one designer, overseeing day-to-day work, performance and professional development, providing feedback and maintaining design quality.
- Managed design project timelines, workloads and resources, balancing competing priorities and delivery deadlines.
- Shortlisted, selected and managed freelance designers, overseeing their work, quality of deliverables and associated expenditure.
- Co-led the redesign of account management, login journeys and two-factor authentication (2FA).
- Redesigned product launch landing pages for UK consumer credit products, including Experian Boost. Usability testing showed comprehension increasing from **4 to 6 out of 8 participants**, and willingness to try the product from **1 to 4 out of 6 participants** surveyed.
- Redesigned Experian's marketplace features to improve the customer experience and support commercial lead generation.

Digital Designer, Experian

Aug 2015 – Nov 2020

Core member of the marketing team, delivering advertising, social media, PR and web optimisation projects for B2C and B2B audiences.

- Produced the Experian Boost explainer video, which helped attract **500,000+ users within six months** of launch.
- Co-led the rollout of Experian's 2016 global rebrand across consumer division marketing channels.
- Introduced micro-animations to the in-house design team, delivering a practical training session that led to adoption by my manager.
- Nominated for the International Content Marketing Awards (CMA) 2017.
- Collaborated with Google, YouTube, Facebook, BBH and Jellyfish on integrated digital and social media campaigns.

Creative Artworker, Experian

Oct 2013 – Aug 2015

- Worked with advertising agencies to produce digital and print campaign assets, including homepage takeovers and affiliate partnerships.

- Produced tender submissions that helped secure new business with Lloyds Bank and Barclaycard.
- Designed assets for Experian's Facebook and Twitter channel launches.

Freelance Graphic Designer, Self-employed

Sep 2010 – Aug 2013

Developed brand identities, event collateral and marketing assets for e-commerce businesses, event companies and community organisations.

Event Photographer, Internship

Oct 2010 – Oct 2011

Documented cultural and community events across London, including Notting Hill Carnival, producing visual content celebrating community identity and engagement.

Education

Holistic Design Thinking and Practice — Short Course
University College London (UCL) | Jul 2026

BA (Hons) Graphic Product Innovation
University of the Arts London | 2009–2013

Diploma in Art & Design
University of the Arts London | 200