

## EXPERIENCE

### Content Design Officer

The London Borough of Hounslow, London May 2025 - Present

- Design and deliver clear, accessible digital content aligned with GOV.UK style and WCAG 2.1 AA standards
- Use Google Analytics and qualitative user feedback to identify pain points and prioritise content and UX improvements
- Advocate for user-centred design and plain language across multidisciplinary teams
- Manage and maintain content within the Jadu CMS, ensuring accuracy, consistency, and accessibility compliance
- Collaborate closely with developers, service designers, and policy teams to improve end-to-end user journeys

### Website Project Manager

Greenhouse School Websites, London August 2024 - April 2025

- Planned and delivered multiple website projects concurrently, from discovery to launch
- Led design and development discussions, managing feedback loops and quality assurance
- Ensured websites met UX/UI best practices and accessibility standards
- Managed content updates using a custom CMS, improving usability for school administrators
- Acted as primary point of contact for clients, balancing business needs with user experience

### UX/UI Designer, Intern

Scale It Right, Remote November 2023 - January 2024

- Designed a responsive marketing website for SaaS company Freight Fox
- Led the full UX process: problem definition, user research, ideation, wireframing, and prototyping
- Produced user-tested interactive prototypes in Figma
- Created visual brand assets including iconography, illustrations, typography, and colour systems
- Iterated designs based on client and user feedback to improve clarity and conversion

### Marketing & Website Manager

ClubNorth Gymnastics, London August 2023 - August 2024

- Maintained and evolved the company website, regularly building new pages and flows
- Managed online bookings and enrolments using Bookwhen, improving the parent sign-up experience
- Applied UX/UI principles and accessibility best practices across the site
- Designed marketing materials and social content, supporting brand consistency

## EDUCATION

### Falmouth University

BA (Hons) Illustration  
2017 - 2020

### The Royal Drawing School

Fine Art Foundation  
2016 - 2017

## QUALIFICATIONS

### Content Design London

Content Design in Action

### DesignLab

UX Academy

- Completed 450+ hours of UX and UI design studies.

## SKILLS

- User experience & product design
- User research (qualitative & quantitative)
- Content design & information architecture
- Accessibility (WCAG, inclusive design)
- Interaction design & prototyping
- Stakeholder communication
- Cross-functional collaboration
- Project & delivery management
- Problem-solving and critical thinking

## TOOLS

- Figma
- Miro
- Mural
- Jadu CMS
- Asana
- Canva
- Google Analytics
- Google Sheets
- Adobe Creative Suite