



PROFILE

As a Head of UX, I have gained extensive experience leading teams and designing user-centered products. I have a deep understanding of the user experience design process and am skilled in conducting user research, creating wireframes and prototypes, and conducting user testing. I am now looking to transition into a Creative Director role, where I can apply my skills and knowledge to lead the overall creative direction for a company. In this role, I will be able to bring my understanding of user needs and behaviour to inform and inspire the design of all digital products, not just the user experience. I am excited to take on this new challenge and am confident that my background in UX will serve as a strong foundation for this next step in my career.

AREA OF EXPERTISE

- Product strategy & user-centered design principles
- Communication & collaboration with cross-functional teams
- A/B testing and data analysis
- Managing, mentoring, motivating and growing a mature and goal-driven product team
- User-centered design methodologies and processes
- Building a strong design culture and fostering a team environment that encourages creativity and innovation
- Transparent, collaborative and concise communication and analysis of increase velocity and remove roadblocks
- Leadership and management experience
- Team building and mentoring skills,
- Recruiting Hiring and onboarding process
- Performance management and career development
- Understanding of budget and resource management
- Building, launching and scaling financial software products and establishing product-market fit in the B2B
- Ability to create and convey a vision and have the drive to make that vision a reality and to manage a relatively small number of extremely high value stakeholders
- Ability to manage multiple projects and priorities effectively.

EDUCATION

Journey Mapping - Distinction Interaction Design Foundation	2022
Psychology of Interaction Design - Distinction Interaction Design Foundation	2022
Digital Media Production -Upper Second Class 2:1 University of the Arts London	2004 -2008

EXPERIENCE

Head of UX & DesignOps SwissRe – iptiQ P&C EMEA	January 2019 – Present
<ul style="list-style-type: none">- Manage a department of 11 full time employees and three contractors, promoted three from junior to senior level- Implemented usability testing as a core principle, resulting in a 50% reduction in user reported bugs and a 30% reduction in support tickets.- Developed and implemented a user research program, resulting in a deeper understanding of customer needs and a more user-centered design approach.- Developed and implemented a design system, resulting in increased efficiency and consistency across all digital products.- Establish design principles & DesignOps within iptiQ and SwissRe establishing UX on the top table- Reduced UI bugs by 47% & design issues by 70% by optimising handover & review process through DesignOps- Optimised product delivery utilising design principles to introduce problem statements and vision alignment- Established UX team strategy & KPI's targets as a main part of company's OKR goals- Optimised UX processes and methodoliges with the use of DesignOps to achieve delivery requirements- Formulated development programs for UX team to enhance skills and career progress	
Key skills used: LEGO Serious Play, Lean UX, Invision, Figma, Abstract, Balsamiq, Principle, Invision DSM, Storybook	



EXPERIENCE

Head of UX

Leonteq Securities AG

August 2016 - January 2019

- Develop and lead the bank's user experience (UX) strategy, ensuring it aligns with business goals and customer needs adding to companies main OKR Strategy
- Conduct research and gather insights to inform UX design and product decisions resulting in 40% reduction in backlog from tickets that didn't bring business value
- Collaborate with cross-functional teams such as product, engineering, and marketing to ensure a seamless and integrated customer experience.
- Create and manage UX design standards and guidelines, and ensure they are consistently applied across products and platforms with 80% reduction in UI Technical debt
- Manage and mentor UX designers, providing guidance and feedback to ensure high-quality work and promoted 2 to senior levels
- Continuously measure and evaluate the effectiveness of UX initiatives, using metrics such as customer satisfaction and engagement, to drive continuous improvement resulting in a increase of 14% year after year in conversions

Key skills used: LEGO Serious Play, Lean UX, SCRUM, Balsamiq, Invision, Sketch, Angular 4 - 5, SASS, Zeplin, Abstract, Axure

Senior UX Designer & UI Developer

Arpage AG

July 2014 – August 2016

- Design, develop, and maintain user interfaces for various web and mobile applications.
- Collaborate with UX designers and product teams to translate designs into functional interfaces.
- Stay up-to-date with the latest technologies, tools, and design trends, and incorporate them into your work as appropriate.
- Implement accessibility and inclusive design principles to ensure interfaces are usable by all users.
- Write clean, maintainable, and efficient code that meets technical and project requirements.
- Participate in code reviews and contribute to the development of best practices and coding standards.
- Troubleshoot and debug UI issues, and work with cross-functional teams to resolve them.

Key skills used: Ionic, Phonegap, Cordova, Material Design, Mobile Angular UI, Angular, JavaScript, JSON, Yeoman, Bower,

Web Developer & UI Designer Contractor

Various companies based in UK

July 2008 – July 2014

- Work with clients to understand their design needs and requirements for various web and mobile projects.
- Collaborate with cross-functional teams such as product managers, developers, and marketers to ensure design solutions are feasible and meet project objectives.
- Create wireframes, prototypes, and high-fidelity visual designs for a variety of interfaces.
- Present design concepts and gather feedback from stakeholders, making revisions as necessary.
- Continuously improve design skills through staying current with industry trends, tools, and technologies.