

PROFILE

UX Designer and Fullstack Engineer with 5 years of experience, currently freelancing and supporting 20+ small business owners with all things digital. Uses UX skills to build custom websites and web apps that solve real problems for businesses and the people who use them. Works alongside Enterprise Cube and The York and North Yorkshire Growth Hub to deliver workshops and webinars to over 100 participants. Freelance work has been enjoyable, but now seeking a full-time role within a progressive company with room to grow as a designer and developer.

SKILLS

- ✓ **UX & Research** User research, personas, empathy maps, journey mapping, information architecture, wireframing, prototyping, data analysis
- ✓ **Design** Figma, Adobe Illustrator, Adobe XD, Canva, GSAP, Framer, design systems
- ✓ **Frontend** React, Next.js, TypeScript, HTML, CSS, Tailwind, semantic markup, responsive design
- ✓ **Backend** Node.js, Express, PostgreSQL, Supabase, Prisma, NextAuth, database design
- ✓ **Platforms** Webflow (Foundations Partner), Shopify and Liquid, WordPress, CMS architecture, SEO and analytics

EXPERIENCE

Digital Skills Trainer

2024 - PRESENT

York and North Yorkshire Growth Hub, Enterprise Cube, LX Foundry

- Teach web fundamentals, accessibility, SEO, analytics and e-commerce: 7 workshops to 100+ business owners, plus 5 Growth Hub webinars.

UX Designer and Fullstack Engineer

2023 - PRESENT

Jorvik Web Dev, York

- 20 paying small business clients, with a five-star Google rating. Personas, journey maps and information architecture inform every design decision.
- Design and build sites in Webflow with custom CSS and JavaScript, as well as full-stack apps in Next.js, TypeScript and PostgreSQL, all to WCAG 2.1, then hand over CMS training so clients update content themselves.

UX Designer, CareDial · Care staffing agency, contract, remote

FEB 2021 - JUN 2021

- Improved user flow with journey maps, streamlined the information architecture and produced responsive UI to tight deadlines.

UI Designer, Miricyl · Freelance, remote

FEB 2021 - MAY 2021

- Worked with developers and designers on the app's Self-Care section, within the existing design system rather than around it.

Teacher of music, graphic design and ICT

2006 - 2023

Bootham School, York, and private tuition

PROJECTS

Lucent Biopharma, website redesign

LIVE

- Built 3 personas from stakeholder interviews, field research and competitive analysis, which showed visitors losing patience with dense, science-heavy pages that never got to the service.
- Consolidated services, team and insights into Webflow CMS collections, with a custom search filter and card animations in JavaScript and CSS so visitors found a service in one step.
- Lifted Lighthouse desktop performance from 67 to 97 and accessibility to 93 on both, then delivered a formal UX report and trained the team to run the site.

Mirian, debt tracker

IN BETA TESTING

- Designed for adults with ADHD, where executive function fails unpredictably under financial stress. Most trackers offer paid or not paid, so a part payment reads as failure or goes unlogged; four options instead keep an imperfect month honest.
- Reframed the core object from amount owed to a live cleared by date. Research on ADHD motivation shows goals become more achievable with visible context and reachable wins, so each payment moves that date closer.
- Kept logging one tap away, notes optional and confirmation copy that never scolds, because avoidance is the failure point rather than effort.
- Complex state management across five payment states, with row-level security per user. No red crosses or harsh binaries anywhere, and the interface is set in Atkinson Hyperlegible.

Jorvik Web Dev, Internal Client Portal

PHASE ONE LIVE

- Replaced 5 overlapping tools with one system serving two very different users, a studio owner living in it daily and a client dropping in as needed, with the information architecture organised around each.
- Made the interface incapable of implying something untrue, avoiding confusion for less technology minded owners: retainers show logged hours, and empty states say nothing is needed.
- Covers document upload, branded invoices, scheduling, sign-off and task management, each confirmed in plain English rather than a browser alert.

EDUCATION & CERTIFICATIONS

2018

MA Music Education · University of York

2012

BA Digital Media · University of Huddersfield

MAR 2025

Meta Social Media Marketing Professional Certificate

Coursera · campaigns, content strategy, advertising, customer experience

FEB 2023

Fullstack Engineer

IT Career Switch and Codecademy · React, HTML, CSS, JavaScript, SQL, Postgres, Bash

MAR 2022

Google UX Design Professional Certificate

Coursera · user research, visual design, accessibility, Figma, user-centred design