

Designing *clarity* for complex products.

About Me

I'm a Product Designer with 5 years of experience in a fast-paced startup environment.

I create intuitive, user centred products grounded in real customer insight, simplifying complex systems with a focus on clarity, usability, and measurable impact.

My Path

EXPERIENCE

Product Designer - Blokur & Music Reports

April 2021 - Present

- Increased client signup conversions by 17.5% through data-driven UX improvements and experimentation.
- Built the company's first end-to-end Design System, improving consistency and accelerating product delivery.
- Owned product design across two brands post-acquisition, balancing continuity with distinct user and business needs.
- Embedded user testing, analytics, and experimentation into the product workflow to drive more informed design decisions.

EDUCATION

MBA Essentials

London School of Economics (LSE)

Core MBA foundations in business strategy, leadership, finance, and organisational decision-making, directly informing product prioritisation. Strengthening alignment between user needs, business goals, and long-term growth

BA Architecture Degree

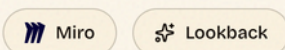
University of Westminster

Design-led degree focused on human behaviour, and problem-solving applied to real world complex constraints.

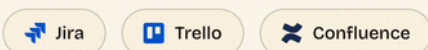
★ AI-Enhanced Workflows ★ Conversion Tracking ★ Analytics ★ A/B Testing ★ Product Strategy ★

My Tools

01 - RESEARCH & COLLABORATION



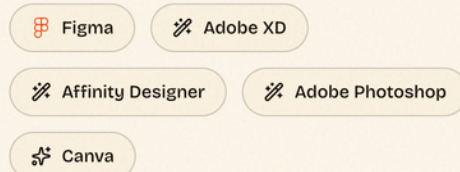
02 - PROJECT MANAGEMENT



03 - ANALYTICS



04 - DESIGN



05 - AI TOOLS & DEVELOPMENT

