


Experience



Product Designer • LexisNexis

Nov 2022 - Present

My primary focus was a complete revamp of Lexis Search Advantage product, which involved aligning the design to the Global Design System and applying responsive frameworks after decades of neglect. My secondary focuses were contributing to the main product portfolio (Lexis + AI) for the commercial release in the US and UK and redesigning the plugin product (Lexis Create) within Microsoft Word.

Biggest Impacts Lexis Search Advantage


- Redesigned a responsive document page for lawyers to reduce the cognitive load and be able to consume and understand the content presented to them (document enrichment). This also created a new business opportunity of integrating with 3rd party document management systems to reach new customers not using the full product
- Redesigned the landing and search results user journeys by reducing the friction and optimising the red routes.

Biggest Impacts Lexis + AI

- Designed custom journeys for the 4 main AI tasks (ask a question, generate a draft, summarise a case, and upload a document) in order to move perception of genAI responses to useful/very useful and direct users away from unhappy journeys
- Reducing the unhappy feedback from 64% to only 25% on the first iteration of testing with the new designs, making the product more viable and ready in time for the commercial release.

Biggest Impacts Lexis Create

- Redesigned the 'Scan' experience from scratch (the value proposition of the product) by simplifying the user journeys and aligning it with the Microsoft's Design System.




Product Designer • easyJet

Jan 2021 - Oct 2022 (10 months)

My primary focus was improving the internal system interfaces such as the intranet and in-house/3rd party platforms used by management&administration, crew&pilots and engineers on a daily basis.

Biggest Impacts

- Redesigned the Online Learning platform, by improving usability, visual appeal and employees traffic on the platform. This included the red main routes from landing, to browsing courses and book them and displaying individual dashboards to maintain mandatory training on track
- Redesigned the ID & Vetting portal for crew & pilots, by developing a self-service approach that included simplifying the application process and minimising the level of friction by reducing the number of enquiries to customer support team by 50%



UX Designer & Product Marketing • Imprima

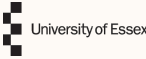
Sep 2019 - December 2021 (2 years 4 months)

My primary focus was redesigning the marketing website to increase the user traffic and lead generation, designing the PPC/SEO landing pages and modernising the marketing collateral and email templates.

Biggest Impacts

- Redesigned the main marketing website from scratch by improving the look&feel, increasing the number of visitors and conversion rate by 15% which resulted in more pricing request leads and dataroom closed deals.
- Played an important role in simplifying and improving the onboarding experience for new customers by designing email templates and incorporating them within Salesforce to help the customer success teams.
- Revamped the marketing collateral used across the website/events/PPC campaigns and by the sales team to increase lead generation, improving the awareness stage as part of the customer lifecycle.

Education

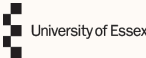


MA Marketing, Advertising & the Media • University of Essex

Oct 2016 - Jul 2017 | Grade Merit

Having a marketing & product backround helped me to understand how to better conduct a competitive analysis, understand product's positioning and identify user pain points when it comes to buying and using a product.

• **Relevant Modules:** Sociological Research Design ; Critical Marketing ; Strategic Brand Communication ; Advertising: Commerce & Creativity



BA Criminology • University of Essex

Oct 2013 - Jul 2016 | Grade 2.1

Having a criminology and sociology background proved incredibly useful when transitioning to the UX world. It provided me with an in depth understanding of all the research methods (both qualitative and quantitative). This knowledge transferred to the UX world and helped me to understand how to test hypotheses, measure value and understand user's needs, attitudes and behaviour when making design decisions

• **Relevant Modules:** Quantitative & Qualitative Research Methods; Sociology, data analysis & statistics

Specialisations

- Financial Services
- SaaS
- Legal Tech
- Fintech

Skills

Please check my portfolio for a more in-depth description of my skills.

DESIGN

Wireframes

User Research

Data-driven

Prototyping

User centric

User Testing

Design Systems

Usability

Design Strategy

PRODUCT

Backlog Management

Analytics

Roadmaps

Market Research

Agile

Competitive Analysis

Courses

Discovery: Building the Right Thing • Nielsen Norman Group

Yellow Belt Accessibility • Deque University