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## Education

### Shillington College

September–December 2017

\* Graphic Design

### University of Manchester, UK

September 2002–August 2013

\* **PhD** Philosophy and Ethics

\* **MA** Middle Eastern Studies (Merit)

\* **BA** Religions (First Class Honours)

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## Currently

### Founder and Lead Coach at [Baseline](#)

May 2020–present

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## Recently

### Creative Lead at Designlab

Previously Content Lead, Designer, and Senior Product Designer (Curriculum)

September 2016–May 2020

Projects include:

**Blog Redesign:** User Research, UX Analytics, UI Design, & Conversion Rate Optimization

\* 1100% growth in email capture

**Foundations & UI Design Course Curriculums:**

Introductory & intermediate design courses

\* 3-month NPS of 92

**Email Course Creation:** 7-day step-by-step tutorials in Sketch, Photoshop, & Figma

\* 5000+ new subscribers

**Blog Content:** High-quality, long-form content writing about design history & best practices

\* Subscriber growth from 14k to 62k (350%)

\* 1m+ hits, 330k hits on Medium

\* Featured by InVision, Dribbble, Medium, Communication Arts, Creative Review

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## Previously

### University College London

Research Manager, CORU

May 2014–May 2017

### NIHR/Wellcome Trust Clinical Research Facility

Research Study Coordinator

March 2012–May 2014

### University of Manchester

Project Administrator

October 2007–March 2012

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## Voluntary Roles

### Community Choir Trainer

North-East Manchester, UK

September 2002–October 2011

### Deputy Warden

Selwyn College, University of Otago, NZ

January 2009–January 2010

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## Skills

Design Thinking

User Research

User Testing

Wireframing

Prototyping

Graphic Design

Illustration

Branding

UI Design

Design Systems

Sketch

Figma

Photoshop

Illustrator

InDesign

HTML & CSS

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## Awards

\* Shillington College Scholarship

\* Centenary Scholarship, Univ. Manchester

[View my full portfolio here](#)