

Experience

Seenit Aug 2025 - Present	Founding Product Designer, Social & AI • Led zero-to-one consumer social product achieving 30% organic share within friendship groups • Reduced onboarding steps and engineering overhead with an AI-generated identity system via TikTok Login • Designed the pipeline and safety guardrails for LLM interpretations; iterated based on engagement and user feedback • Designed portable identity layer across account, widgets, invites and reactions • Redesigned iOS permission flows resulting in a 25% increase in conversation rates
Motorway July 2021 - July 2025	Lead Product Designer, Last mile Jan 2025 - Jul 2025 • Identified last mile as a critical gap in the two-sided marketplace and secured headcount + leadership investment to build it into a new product vertical • Led end-to-end design for the last-mile experience across 25k+ vehicle transactions per month • Reduced seller support enquiries by 32% by introducing automated milestones, order tracking, and clearer state visibility across web and CRM • Reduced cancellations by 7% through A/B experimentation across checkout and CRM • Awarded 2 internal innovation awards for AI-driven tooling and long-term product vision Senior Product Designer, Identity Jul 2021 - Dec 2024 • Led design for identity and verification infrastructure within a marketplace that has facilitated 1M+ vehicle transactions to date • Designed ML-assisted review patterns that automated 1,200 hours of manual verification per month • Led a content-driven redesign of document verification, improving first-pass approval by 7% and reducing average verification time by 3 hours • Scaled the design team by mentoring mid-weight designers, directly leading to a promotion to Senior level
Festicket May 2018 - Sep 2020	Product Designer, Marketplace • Designed and shipped consumer web experiences for festival discovery, ticketing, and accounts • Contributed to a shared design system used across iOS and Android surfaces

Education

University of Northumbria Sep 2012 - Jul 2016	BA (Hons) Transportation Design
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