

A digital product designer and builder with leadership experience creating new products and services.

I've held technical and design roles in small and medium sized companies building SaaS software and digital experiences. I've founded and managed cross-functional dynamic teams that have created and evolved POCs into production applications

Technical Expertise

Design thinking

Rapid Prototyping

Interaction Design

Figma

Data-rich-Design

Design Systems & Strategic Design

Native / Mobile UI

UX

Responsive Design

Code

Experience

Head of Software Development (2022 - 2024)

Agrantis GmbH, München

I led the product development for a new startup, building a platform and marketplace for the agriculture sector in Germany. I established the team and brought the product to market. As of 2024 we had onboarded 10 agriculture suppliers to our platform across Germany.

- ➔ I redefined the problem definition from the co-founders, refining requirements and working to define an MVP that met user needs, business goals and set a strategic direction.
- ➔ I founded and led the in-house team of developers and designer, overseeing the implementation and iteration of the product and ongoing development with the PO.
- ➔ I championed the creation of a unified Design System for the company including an atomic reusable component system which we implemented across our 4 applications.
- ➔ I designed and architected an 'offline-first' user experience for the mobile application, strategically supporting end users in remote locations away from cellular services.
- ➔ I implemented, trained and deployed an AI-powered matching system to unify customer retail inventory data with a master product catalogue.

Head of Software Development (2019 - 2022)

Lead Designer and Frontend Developer (2018 - 2019)

Principia Mentis GmbH, München

I joined a 10-year-old startup, leading the design and eventual development of the companies next generation product, ChangeMaker. After 3 years of development and 2 years in the market we had migrated a majority of customers to the new platform, and it was active daily at multiple global companies for transformation projects.

- ➔ As lead designer, after a period of exploration, I redesigned and reimagined core concepts in the application, unlocking new opportunities and functionality unachievable in the previous design and architecture paradigm.
- ➔ I introduced tools such as Figma and Sketch to the company, as well as methodologies such as rapid prototyping that I used with in-person interviews and interactions with partners and users.

- ➡ Built up the team from 5 to 12 people while retraining and introducing a new tech stack and cloud deployment.
- ➡ Lead the creation of a component based UI development system.
- ➡ Migrated customers to the new product together with the Sales team and Management, overcoming technical migration issues and feature mis-parity in our initial offering.

Digital Enablement Lead and Consultant (2017 - 2018)

Chartered College of Teaching, London

As part of the accelerator team I provided strategic direction for the digital requirements of the Chartered College - the UK's first Chartered College for Teachers.

- ➡ I advised the wider product strategy team that tendered for and worked with a top tier London design house to build out the concept for the initial product offering and business plan from a digital first position.
- ➡ I lead a team of designers and developers on implementing new functionality such as membership portal, signup flows and online journal access.

Cloud Developer (2014 - 2016)

Foundry Ltd, London

I worked on a project to explore opportunities and new systems for designers and creatives to collaborate.

- ➡ I worked with the project lead to undertake user research and, with an external design house, we developed rapid prototypes and design mockups to test new concepts fast.
- ➡ I discussed with key stakeholders including the Head of Engineering, CPO & COO product direction and functionality to inform our development and satisfy the wider business interests.
- ➡ We utilised a graph based db model together with AI and server side content processing for transcoding, design variant creation and surface content insights such as colour-ways and swatches.

Freelance Developer, Designer and Co-founder (2009 - 2014)

As a freelance developer and designer I have worked for several companies including Cambridge University, Military suppliers, Theatre companies and Charities. Highlights include:

- ➡ Co-founding a video production company out of university and working on projects for UCL, The Museum of London and National Trust. I build an online platform to track viewer engagement.
- ➡ Building a digital signage solution based on my university dissertation, I was awarded 'Best Overall Project' for my final project and awarded £5k enterprise prize from the business school.
- ➡ Working at a natural resources analytics company prototyping new visualisations of their data using D3js as well as building a publishing solution to directly generate print ready journals.

Education

BSc Digital Design - Multimedia Technologies and Design (1st Class Honours)

Brunel University, School of Engineering and Design, London (2011 - 2014).