

Currently Melbourne, Australia based, working as a Freelancer

Visa

Working Holiday (Subclass 417)

6 month restriction applies

Experience

Tennis Australia via Technocrat Technical Business Analyst

Melbourne, VIC October 2024 – Present

Technical liaison between Tennis Australia's Digital and Technology teams and Technocrat, their chosen development partner, to offer the following:

- Overseeing ongoing product stability remediation work-streams, in addition to the delivery of new features and functionality across both the Australian Open 2025 website and app.
- Onsite support, monitoring website and app uptime and performance during the tournament.
- Currently leading the Digital Transformation proposal, driving the transition of the Australian Open website to a headless architecture and facilitating the shift from Drupal to AEM.

Education

Birmingham City University

BA Visual Communications
(Graphic Communication)

Second-class honours,
Upper division (2:1)
2012 – 2015

The One Off Lead Developer and Senior UX/UI Designer

London March 2022 – September 2024

Leading research, design, prototyping, development and delivery of end-to-end digital products across web, native and in-store retail for clients such as Toshiba, Sports Direct, IQOS (Phillip Morris International), Huawei, The Gantry (Hilton Curio Collection Hotel) and Williams Automotive Engineering.

Skills

Programming

HTML, CSS
Javascript/Typescript
React – Next.js, Vercel
Tailwind.css
CMS – Wordpress, Sanity.io
GraphQL

RetailSafari.com Lead Developer and Product Designer

London November 2023 – September 2024

Part of the founding team responsible for zero-to-one product development, working cross-function with research, product, design and engineering teams. Produced UX strategy, user flows, prototypes and interface designs for beta launch, specifically responsible for the design and build of marketing landing pages, authentication and safari tour pages, including interactive map integration.

Design

UX, ideation and workflows
Interaction and UI design
End-to-end product design
Prototyping
Design systems
User research

The One Off Middleweight Frontend Developer and UX/UI Designer
Melbourne, Derbyshire May 2019 – March 2022

Tools

Figma
Miro
Adobe CC
And more *

* The tools I use have changed over time. I have experience using comparable software such as Sketch and XD, but to avoid a full laundry list, I have kept the list to my core day-to-day.

Joined a small but rapidly growing digital team, helping define and mature the team's UX/UI and development offering. Supported on a variety of projects, notably:

- Product development for Nike i3 Labs platform, engineering the full-stack architecture for the launch of the product's MVP
- Delivering a complete re-design of UK based Toshiba TV website, including competitor audit research, page design, key visuals and handover to the client's preferred development partner
- Design and build of a new design system for USC's eCommerce platform.

Freelance Web Developer and UX/UI Designer

July 2017 – May 2019