

Contact.

Location

Remote (EU & UK)

Hybrid (EU & UK)

Phone

+44 (0)7537915198

Email

info@designbyfi.com

Work.

Portfolio website

www.designbyfi.com

LinkedIn

[LinkedIn Profile](#)

Software.

- Figma
- Sketch
- Adobe XD
- Miro

Education.

BA Graphic Design (2:1)

Falmouth Uni: 2006-09

Art Foundation (Merit)

Somerset College of Art and

Technology: 2008-09

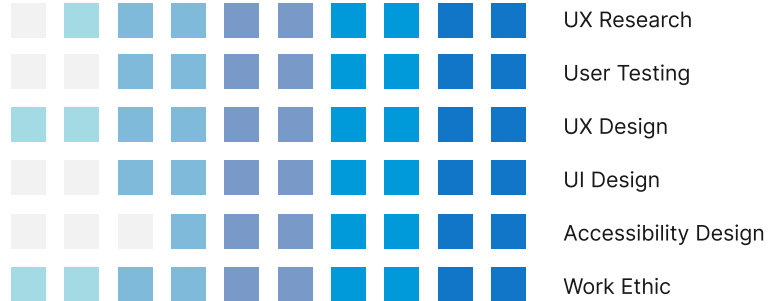
4 A-Levels (A-C)

Richard Huish College

10 GCSE'S (A*-C)

Holyrood Community School

UX & UI Designer.



16 Years Experience: Recent case studies.

2009-2005.

2025: UX Research - Digital Microbiology, Oxford (*FemTech*)

Planned and executed UX research including surveys, interviews, market analysis, and affinity mapping. Synthesized findings into evidence-based personas, turning assumptions into actionable product insights.

2025: UX Research & UX Design - Birkbeck University, London (*Education*)

I optimised key user journeys for recruitment, student lifestyle, and international content, leading user research, testing, and CMS-friendly design updates.

2024: UX & UI Design - Novo Nordisk (*Pharmaceutical*)

Consulting on complex end-to-end user journeys for a global pharmaceutical supply chain, streamlining integration into a single software platform to enhance UX and UI design.

2024: UX Research & UX Design - Hooey Studio (*E-commerce*)

Consulting on multiple e-commerce websites, providing expert guidance to ensure best practices in UX and design

2024: UX & UI Design Instructor - Experience Haus (*Instructing*)

Taught a 10-week online course on UX Research, UX Design, and introductory UI Design.

2023: UX Research & UX Design - Wreel Agency (*E-commerce*)

I redesigned the information architecture for a luxury audio specialist website, conducting user research, refining user flows, and creating wireframes for desktop and mobile.

2022-23: UX & UI Design - Cripps & Co (*Event management software*)

Optimized end-to-end user journeys for a large event platform redesigning flows and wire framing improvements. Created a global design system for consistent UI components.

2021-22: UX Research - National Education Union (*Education*)

I designed the information architecture for the NEU website, conducting UX research to map user journeys, identify pain points, and uncover opportunities for improvement.

2020: UX Research & UX Design - University of Bristol (*Education*)

Designed the information architecture for a large staff intranet, conducting research and testing to create and refine wireframes and prototypes.