
PROFILE

Product minded Graphic and UI & UX Designer with hands-on experience creating app designs, Brand Identities, digital design and motion graphics. Additional experience with AI training and tools, with strong knowledge of Figma, Adobe Creative Suite - Photoshop, Illustrator, Indesign, AfterEffects , Premier Pro. Additionally, HTML5, CSS3 and JavaScript utilising VScode and Github for version control.

WORK EXPERIENCE

Outlier AI - QA Analyst & SME (UI/UX - AI React Gen)

Remote Nov 2025 - May

- Followed complex multi-step grading rubric with modal and AI tool interactions to identify golden outputs with limited trial-and-error tolerance requiring full criteria compliance reducing eval failure.
- Generated and evaluated 24 AI React websites, identified quality inconsistencies to improve model outputs.
- Identified a critical bug in challenging Ref Expression with Mask Milo where keyboard shortcuts mishandled active selections; reported the error and switched to mouse-only to meet deadlines.
- Hard negative referring expressions, Grounding CoT Verifications, Grounding Model Breaker, Challenging ref expression with Mask Milo, Golden prompt and Rubrics.

Lucky House - Digital Product and UX Design

Remote Nov 2024 - June 2025

- Advised client to launch a Google Business profile and menu only MVP before full development allowing the business to appear in local search results by the time the complete responsive website went live.
- Identified menu readability and resolved it with a CSS however-zoom for desktops and pinch-zoom on mobile improving accessibility without adding UI complexity .
- Managed client communication, timelines and strengthened customer engagement and online presence.

Shop Barter - Product Design UI/UX

Remote June 2024 - Sep 2024

- Designed an e-commerce grocery platform tackling the Cost of Living Crisis in the UK market - conceptual.
- Conducted competitor analysis and mixed-method user research to identify gaps and define user personas.
- Mapped user journeys, task flows for different touch points across onboarding, browsing and checkout.
- Developed a cohesive Brand Identity and scalable UI system to ensure consistency across the product.

Twitch - Content Creator - Brand and Digital Design

Sept 2022 - Sept 2022

Grant's Fishing Adventure - Brand and Event Design

Jun 2022 - Jun 2022

Lemon Leaf - Brand and Marketing Design

Oct 2020 - Dec 2020

Lucky House - Customer Sales Assistant

June 2017 - Dec 2020

SJ Hospitality - Staff/Admin Assistant

Jan 2016 - May 2017

WHSmith - Customer Sales Assistant

Mar 2015 - Dec 2015

EDUCATION

Brighton University

- BA Hons Digital Media Design Top Up - Upper Second Class
- FdA Digital Media Design - Upper Second Class

ESCG Lewes

- BTEC Sub Diploma Digital Design Print and Animation - Merit
- BTEC Diploma Software Development and Games Development - Distinction*
- BTEC Diploma Web Design and Development - Distinction*

UCTC College

- GCSEs 11 grades B to C including Mathematics, English and Science.