

work experience

Monzo • Lead Product Designer • 2021 - present

Shaped design strategy across orgs, through collaboration and driving leadership alignment across Product, Research, Engineering, and Marketing to deliver impactful user-centred design solutions, that won multiple, customer-voted awards.

Helped scale the design team from 9 to 90+ through hiring, onboarding, and mentorship; led org-wide design initiatives; established best practices for design processes, workshops, sprints, to elevate design quality; and also created regulatory training for Designers, mandatory for all new joiners.

<div><div>Monzo Split & Social Payments</div><div>2024 - present</div><div><div>+13ppt NPS rating</div><div>~11% guest user conversion</div><div>+38 media mentions on launch, including Which?</div></div></div>	<div>Monzo Split is a bill-splitting product designed for one-off & running group expenses where you can split & settle-up with anyone in a just a tap. It was the first major milestone towards delivering our social payments strategy.</div> <div><ul style="list-style-type: none">Spearheaded Social Payments Design Strategy across Orgs, balancing near-term goals with scalable infrastructure and long-term product vision, based on quantitative and qualitative insights, into a coherent product direction.Designed both in-app flows and Monzo’s first guest-user functionality via the web.Shifted mental models for how people appear in and find each other in app, landing a company-wide goal.</div>
<div><div>Year in Monzo</div><div>2023, 2024</div><div><div>74% open rate</div><div>+3% YoY Engagement</div><div>6% uplift in app opens</div><div><11m views on socials</div></div></div>	<div>Similar to Spotify Wrapped, Year in Monzo is Monzo’s largest annual in-app engagement feature that rolls-up each user’s habits into an engaging and magical narrative. Year in Monzo goes out to +5 million customers each year.</div> <div><ul style="list-style-type: none">Crafted end-to-end designs, and ensuring cohesive narrative between Writing, Brand, and Data.Led workshops and drove alignment across Brand, Data, Marketing, Engineering, and C-Suite.Designed a story component that was fully accessible and scalable across devices. The component had a +28% uplift in user engagement 25x normal conversion rates comparatively to our previous component.</div>
<div><div>Flex</div><div>2021-2023</div><div><div>2023 Best Credit Card at British Banking Awards</div><div>2024 Best Credit Card at Card & Payments Awards</div><div>2,000-500,000 Customer growth (active)</div></div></div>	<div>Monzo’s Buy-Now-Pay-Later Credit Card hybrid on a mission to ensure people don’t get stuck in revolving debt and are able to build their credit score.</div> <div><ul style="list-style-type: none">Set the Design Vision, delivery of end-to-end flows and collaboration on Product Direction from initial launch through the evolution to a full credit card offering.Established design principles and team practices, facilitated regular planning and workshops the drove alignment across product, eng, and executive stakeholders.Worked with User Research to establish behavioral models for users, ensuring cross-functional adoption of research.Mentored and supported a team of 3 designers across the org.</div>
<div><div>Sign-up & Fincrime</div><div>2021</div><div><div>2 min reduction in time to signup</div></div></div>	<div><ul style="list-style-type: none">Facilitated cross-functional Sprints to define our Know Your Customer (KYC) framework, aligning product, ops, and legal teams to improve regulatory clarity and trust.Improved signup experience with a focus on conversion, reducing complexity for users, and reducing fraud/fincrime.Partnered with Senior Leadership to establish Identity Verification partnerships and strategy top ensure we’re growing Monzo safely.</div>

Emitwise • Founding Product Designer • 2020

Designed their enterprise web app that allowed companies to automate reduction of their carbon emissions. Responsible for the full design process I worked on projects and features from research, to ideation through to final design delivery in an agile environment. I created a the design system that supported internal and external tools for data management, ensuring ease of use for experts and general users alike.

Fuse Universal • Head of Design • 2019

At Fuse, I streamlined the Design organisation, moving divergent design teams under one roof. This resulted in more consistent user journeys for customers and increased velocity in the delivery of design work. In addition to driving programs of work for the design team, I managed a team of 5 designers and influenced business’ direction with C-level executives.

Google • Interaction Designer • 2016-2019

Designed features that millions of people use every day. I worked across both consumer-facing and enterprise communication products, I led design sprints and workshops, collaborated cross-functionally, and drove cross-platform consistency that championed user needs and business goals.

<div><div>Android Messages</div><div>2018-2019</div></div>	<div>Established foundational UX principles and patterns for integrating Machine Learning into Android Messages. I developed processes and led workshops with teams across the company to align on design systems and release cadences. Established end-to-end flows for multiple designs that increased user engagement. I collaborated with PMs, researchers and engineers to ensure user-value and feasibility of design from conception to release.</div>
<div><div>Google Meet</div><div>2016-2018</div></div>	<div>Designed the mobile platform for enterprise video calling product, Meet, on both iOS and Android, which culminated in approval for public launch. Before launch, I prototyped and tested new interaction patterns with users and created flows that would eventually translate to all nine Meet platforms. I was also responsible for foundational integration of Google Voice with Meet. This enabled users to dial into meetings and for end-user admin’s to understand and manage how employees were using their Google Voice accounts.</div>

education

<div><div>Western Washington University</div><div>B.A in Fine Arts Photography</div><div>Magna Cum Laude</div><div>2011-2014</div></div>	<div><div>General Assembly</div><div>UX Bootcamp</div><div>2016</div></div>	<div><div>Universtiy of the Arts London</div><div>Certificate of Graphic Design</div><div>2020</div></div>
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