

## Director, User Experience Mar 2021 - Present Telus Health (formerly LifeWorks), Canada



Mental & Physical health EAP for workforces. Available in 57 languages, serving 90 million lives around the world (Healthcare · B2B2C).

- Leading strategic development and coordination of Product, Design, and User Research initiatives.
- Lead the largest new project in the companies recent history from inception, vision, execution through to delivery, launch and continued growth.
- Created and maintained the strategy for the UX product vision, helping to drive user voice and insights into prioritisation to align with business objectives.
- Collaborated with over 20 cross-functional feature teams to drive roadmaps and ensure seamless integration.
- Built a new Product Design team (from 6 to over 30), and started new specialist subdivisions for UX Research & Content Design, mangangin mangers.
- Provided mentorship and guidance to Design and Research team members, fostering growth and professional development.
- Implemented process improvements to enhance efficiency and streamline operations, focussing on the discovery and design process within feature teams.
- Oversight and coordination of multiple rebrands, and taking a leading role in developing design systems across multiple product portfolios.

## Design Director Mar 2018 - Nov 2020 (2y 8m) MyBuilder (IAC), UK



Marketplace connecting homeowners to tradespeople.  
(B2C · B2B · Marketplace · Insurance · Home improvement).

- Provided strategic direction and guidance the product team and business as the first design leader at this company.
- Driving design and UX initiatives for the maintenance, development, and evolution of the product offering.
- Pioneered the transition from marketplace into dynamic ecosystem, breaking new ground in the industry.
- Successfully established and managed a highly skilled design and UX team.
- Representing Deisgn & UX at the senior leadership level for the company and wider group of IAC marketplaces.

## Co-Founder & Director Oct 2011 - Mar 2018 (6y 5m) Every Interaction, UK



Early specialist Product Design agency (B2C · B2B · Agency)

- Led a dynamic Product Design studio, collaborating with diverse businesses ranging from promising start-ups to industry-leading FTSE 500 companies including The Economist, UBS, DHL, BMW, and eBay.
- Engaged CEOs, innovation teams, and product managers within organizations to drive design-focused transformation.
- Developing tailor-made solutions across various platforms to bring visionary concepts to fruition.
- Steered the growth of a thriving team of professionals, fostering a culture of excellence and collaboration.
- Acquired by Cohaesus Group in 2020.

### ADVISOR & MENTOR



**UXPA**  
Mentor, 2020 - 2023

DOES

**Does**  
Advisor & Mentor, 2020 - 2022



**General Assembly**  
Advisor & Mentor, 2016 - 2019



**UK Leb Hub Accelerator**  
Cheif Experience Officer ,  
2016 - 2018

### EDUCATION



**BA(Hons)  
Graphic Design**  
Arts University Bournemouth  
2000 - 2003

## Head of UX Design Apr 2008 - May 2010 (2y 1m) Collective, UK



Top London digital agency (Automotive · Logistics · Media)

- Established and led the agency's inaugural UX team, driving successful project outcomes for renowned brands such as Honda, BBC, and Ceva Logistics.
- Delivered outstanding design solutions, leveraging expertise in user experience to enhance brand experiences and drive client satisfaction.

[View more work history on LinkedIn](#)

## Personal statement

With over 20 years of design experience, 15 of which I spent managing design teams and leading projects, I bring a wealth of expertise to the table. Throughout my career, I've worked across a diverse array of verticals and project types, bringing adaptability and versatility that ensures success in any context.

My professional ethos revolves around maintaining a delicate equilibrium between meeting the needs of users and the business, whilst upholding unwavering standards of quality. Helping my teams approach problems using a structured and collaborative process, leaving no stone unturned in pursuit of excellence.

I'm passionate about improving working processes to foster greater teamwork and collaboration, whilst maximising business impact. I've helped improve the way teams work everywhere I've been by making sure we put users first and concentrate on solving the problems that will have the largest impact, helping motivate teams and drive the best outcomes for everyone involved.

My technical knowledge is robust, enabling a hands-on approach to understanding the problem to be solved and simplifying complexity. I take pride in my role as an excellent design leader, consistently extracting the full potential of the talent at my disposal. This includes not only growing and nurturing fellow designers, but also sourcing and hiring top-tier talent, ensuring that our team is always positioned for success.

At the heart of my professional journey is a deep commitment to helping my team members achieve their very best. As I reflect on my career path, I take immense satisfaction in facilitating the growth and success of my colleagues, sharing all the learnings from my early career stages to the present, where I have the privilege today of applying and sharing that knowledge to managing projects and teams on a daily basis.

In addition, I'm accustomed to presenting at the board level, confidently conveying complex design concepts and strategies to senior stakeholders.

At every organisation I've been involved with I've helped bring about positive and transformational change that has helped my employers grow, adapt and innovate in their respective markets.

### MORE ABOUT ME

#### I want to work for a company that...

...cares about their users above all else.  
A product that does something good for the world and genuinely helps people.

#### I prefer thinking about problems that are...

...complicated. I love a good problem to solve.  
I'm a born problem solver. Working with my teams to help uncover the best solutions by following product design processes.

#### At work I'm best at...

...helping guide teams to the best outcomes.  
Thinking strategically & long-term about roadmaps & goals. Also being 1-on-1 with designers to help them get the best results. Communicating back out to the business the product vision, strategy and validated solutions.

#### Interests

Technology, Carpentry, Gardening, DIY, Fitness, Gaming (board and computer), Photography, Content creation.