

## EXPERIENCE

- Somo Global: Jan 2021 - current**  
Senior User Experience Designer  
Projects: CloudCall, Vanguard, Dods, Psycle, Moorfields Eye Hospital, BUPA/Cloudreach etc.
- Princess (BBC/Apple): Sept - Dec '20**  
Lead Graphics (Nov-Dec), Assistant Graphics (Oct)
- March 2020**  
HR platform UX @ We Are Revolution
- Somo Global: Oct -Feb 2020**  
Senior User Experience Consultant  
Projects: Vanguard Financial Services, EON
- Our Workshop (NGO): Launched Feb 2020**  
Project management, UX research, UX and original website design. Brand guidelines.
- Adult Material (Channel 4): Mar - July'19**  
Graphic Design (Lead) - pre and post production
- Film & TV Graphic Design: March '17 - Oct 2020**  
Working across film & TV titles including Maze Runner, Detective Pikachu, The Good Liar, GIRI/HAJI (Netflix), The Third Day, Behind Her Eyes, Roadkill (BBC) as an assistant Graphic Designer.
- Emperor: June - Aug '17**  
Website launch content management & PM assistance
- Founded Fiercelove Design Ltd. (freelance)
- Radley Yeldar: Nov '13 - Dec '16**  
UX design/research & content consultancy
- TruTravels (sabbatical): Oct '13 - Jan '14**  
UX Consultancy, Project management, Design, CMS management
- Radley Yeldar: June '11 - Oct '13**  
Client services: Digital project management, CMS management & client support
- Radley Yeldar: Apr '08 - Feb '11**  
Project management & pitch presentation assistance
- Advertising Empire: Jul '05 - Feb '08**  
Graphic design & team management

## SKILLS OVERVIEW

**User Experience & Digital**

Needs analysis and problem solving - analysing existing materials, identifying gaps, overlaps etc.

Gathering user requirements, planning, designing, carrying out and analysing feedback from interviews and usability testing.

Synthesising information into usable artefacts such as user stories, user journeys, wireframes and prototypes (from low to hi-fidelity).

Communicating user needs and customer insights, as well as presenting findings and related design and business recommendations to senior decision makers (including C-Suite investors).

Research analysis and report writing (creating appropriate deliverables from research and workshops).

Facilitation/group work/workshops. A solid understanding of digital strategy, comfortable working in agile and waterfall process environments.

Over six years experience within a research and digital environment (Somo, Radley Yeldar, Emperor & TruTravels).

Enthusiastic and positive attitude (nine years of corporate customer service support and management, focused on ensuring customer needs are met and exceeded, where possible).

Passionate about user-centered research, typography, photography and social media.

**Design**

Commercially I work quickly, co-working with clients and team members to produce materials which meet the brief - within time and budget constraints. I strive to create work which is concept-based, whenever the project allows.

## QUALIFICATIONS

Human-Computer Interaction - HCI diploma (IDF - 88%)  
Mobile User Experience (IDF - 98%)

edX | TU Delft - Certificate for Design in Healthcare:  
Using Patient Journey Mapping  
Credential ID 7f801bf868db46ecb1dfc24be8babfb5

General Assembly: UX and Research Course (10 weeks)  
Acumen Human Centred Design:  
Team Lead (Back&Forth) - HCD project (7 weeks)

Advanced Diploma in Professional Development in  
The Therapeutic Application of the Arts (IATE)

Level 2 Counselling Diploma  
(Part-time, Hackney College, London)

UNDERGRADUATE - 2001-2005  
Nelson Mandela Metropolitan University  
Port Elizabeth, South Africa  
- B.A. Graphic Design  
- Merit Award for Academic Excellence  
- National Diploma Graphic Design

SECONDARY EDUCATION - 1996-2000  
Collegiate High School For Girls Port Elizabeth

## EXPERIENCE IN DETAIL

---

### TOP SKILLS

User Experience  
User Research  
Content consultancy  
Digital Strategy  
Graphic Design  
Content creation  
Photography

### FOR REFERENCES CONTACT:

Project Leads: Zeina Fahra, Lesley Allan, Sally Creasy, Carl Radley  
Clients: Dods, BUPA, Vanguard, Socket Energy, H&M, Samsung, Our Workshop CT, Resilient & Resisting, TruTravels  
Design (Film & TV): Alexa Galea, Erica Dorn, Matt Clark, Chris Kitisakkul  
Production Designers: John Stevenson, Morgan Kennedy, Beck Rainford, Nigel Phelp

---

## USER EXPERIENCE, CONTENT STRATEGY, SERVICE DESIGN, CLIENT SERVICES & CMS MANAGEMENT SUPPORT

My current role is Senior User Experience Designer at Somo Global and I work across a broad range of clients (B2B and B2C), across the full digital product cycle.

I started off working in the UK as a digital project management and user experience designer at Radley Yeldar, where I worked for nine years across a broad range of projects, while studying. After finishing my Diploma in Art Psychotherapy, I transitioned across to User Experience Design full time, and opened my own freelance consultancy (Fiercelove Design Ltd) - working across both user experience design, and graphic design in the film & TV industry.

### Responsibilities:

Researching and creating the relative aspects of user focused design and content strategy to create functional, feasible and realistic online experiences which are optimised for the clients target audiences.

Creating and defining new documentation and processes for the Experience Design team to use on future projects (eg: founding XD Resource Library)

I also enjoy Content Strategy and have experience scoping, planning, creating/writing, editing, managing and publishing content.

### Clients include:

Dods Research, Psyche, BUPA, Moorfields Eye Hospital, CloudCall, Vanguard, Socket, GSK (Consumer Products), Affinity Water, EMIS Health, Coca Cola Hellenic, Turner & Townsend, International Criminal Court, Maersk, GlencoreXstrata, Shell, Intu/ Capital Shopping Centres, SVG, SAGE, Drax, Clarksons, GPE, BP, 3i, ITV, Pearson Group, Penguin, Beiersdorf, IPF, International Rescue Committee, DS Smith.

### More about me:

I am passionate about research, stories and storytelling, writing and photography. I also have a very strong interest in mental health and human rights and previously volunteered for over a year for the NHS at the Rosebank and Millharbour wards in Mile End (London). I enjoy listening to and writing about music on social media.

I'm a member of The Graphics Union, UK.

### Skills acquired:

Working across various projects in a truly agile, fast paced environment at Somo, a digital accelerator agency in London. Lead UX Design and People Management.

Senior Lead UX on Affinity Water, EMIS & Intu (Radley Yeldar)

Information architecture (research and interviews, site audits, site-mapping, wire-framing, card sorts). Content hierarchy and content mapping/planning.

Facilitating content creation and curation processes with clients (identifying problems and opportunities, working to client time and resource constraints, planning, governance across the content team, content design and ideation).

Planning, designing and carrying out user research and user testing (with internal and external stakeholders). Taking research from recommendations into actionable, joint product creation.

Creating and developing user experience documentation (audience mapping, content audits/site audits, personas, user journeys etc.)

Optimising usability to required operating environments (client specifications, accessibility check-lists, adaptive and responsive content, browser specifications, resolutions etc.)

Championing user needs to key stakeholders and stakeholder engagement  
– helping standardise UX documentation/pattern library creation  
– familiar with many different CMS platforms including Umbraco, Sitecore, Wordpress etc.

Scoping, estimating and billing of digital projects, waterfall & agile project management/delivery, effective multitasking and time management to deadline.

Interviews and facilitation of workshops (IPF and DS Smith: including translation and documentation of findings).

Content entry, co-ordination and delivery of monthly digital newsletters

---

## DIGITAL PROJECTS

### Our Workshop

Digital Lead/Project support  
Grassroots collective led by Heath Nash, in Cape Town, South Africa

### TruTravels

I co-ordinated a team of five to deliver a version of the [www.trustravels.com](http://www.trustravels.com) website. This included audience research, user testing, wire-framing, design (adapting an existing Wordpress theme), copy-writing, editorial support and content governance planning, and offline brand communications for TruTravels (a UK based group-tour company).

## FILM & TV PROJECTS

### Trying Season 2 (Apple/BBC Studios), Adult Material (Channel 4)

#### GIRI/HAJI (Netflix/Bbc Series)

Contemporary: Japanese & English graphics, screens (including apps), logo development for products and packaging across +/- 200 sets and locations spanning across 8 episodes.

#### The Good Liar (Warner Brothers)

Period graphics: post, German WW2 propaganda materials, school books, 'investigation wall' and cigarette packaging Contemporary: posters & escalator graphics on the Underground, medical and financial paperwork, bookstore display etc.

#### Detective Pikachu (Warner Brothers)

Contemporary/Futuristic: map of Ryme city, signage design, poster design, packaging design, car livery/wraps, font design etc.