

- **Lead UX Researcher & Designer:** Creates consistent, user-friendly products by leading end-to-end UX research and design to generate actionable insights from data, designing accessible and intuitive digital experiences. Experienced across the full product cycle — from discovery (qualitative, observational, generative) to delivery (behavioural, attitudinal, evaluative). Maintains a balanced focus across the problem, strategy, and solution spaces. Unconditional positive regard cultivated during Psychotherapy MA Diploma, enhances my ability to empathise with diverse lived experiences. Focused on uncovering the “why” to deliver the “what”.
- **Multidisciplinary Designer:** Working across the full spectrum of visual design — from logos, branding, and physical products to digital interfaces (UI). Highly detail-oriented, with a strong interest in typography and conceptual design.
- **Team Lead & Colleague:** Aligns team, customer, and business needs to deliver balanced, practical solutions. Brings a direct, authentic, and proactive leadership style that fosters autonomy and collaboration. Offers over 10 years’ experience in Agile/SCRUM environments, with a background in digital project management and UX. Embraces experimentation and adaptability as key to effective teamwork — in the words of Ms. Frizzle: “take chances, make mistakes, and get messy.”

## EXPERIENCE

### DIGITAL DESIGN RESEARCH LEAD - National Oceanography Centre Oct 2024 - Present

- Establishing UX research and design practice through the NOC digital transformation process.
- Introducing design thinking, HCD, accessibility, and product design best practice (including introducing design systems), providing support, guidelines and workshops to ensure uptake.
- Working across the UX and UI on a variety of digital projects (Research & Innovation projects (SPLASH, UNITED) digital platforms (AtlantiS), and business scoping (FMRI)).
- Creating communication graphics (storyboards, info-graphics, data visualisations).

### LEAD UX DESIGNER - CI&T Jan 2023 - Oct 2024

#### E.ON Next - Lead UX Designer (Present):

- Research, UX and UI design & accessibility - **from handover to launch** - unmoderated live testing (quant. surveys, A/B testing) with the E.ON and E.ON Next Product & Engineering teams,
- AS Heat Pumps & EV Chargers end-to-end UX Research, service/proposition design and UI design - reducing time-to-serve for Energy Specialists, and introducing triage & self-serve for Customers, reducing Delivery & Operational costs.
- Guiding two Digital Delivery teams concurrently (Digital Intake & Acceleration)
- Consolidating the online journey across product suite (EV, Solar, Heat Pumps) for E.ON Next - collaborating daily with E.ON Next Design, Content and Branding Teams. Validation and testing with the Engineering team.

#### E.ON Next - Service Design:

- Co-led remote & in person observational research studies, focussed on reducing repeat demand & improving digital self-serve for Customers.
- Co-created 8 research reports to share findings & research analysis
- Synthesised data into usable artefacts inc. user journeys, flow diagramming, system experience mapping & wire-framing.

#### Gilead: Service Design & Lead UX Designer:

- Researched to understand current ecosystem and ways of working
- Enabled and increased efficiency and alignment between Local (Country Specific), UK (Global HQ) Content creation and Technical departments & delivery teams
- Delivered a plan for a future service model and proposed improvements of the event registration for Healthcare professionals (user journey mapping, wire-framing and prototyping)

#### People Development Manager:

- 4 direct PDM Reports
- Mentored four UX Designers on the team - weekly 1:2:1 peer sessions
- Led UX recruitment process and interviews with potential teammates
- Defined and created new documentation and processes for Design team Eg: Research and case study repository (Notion), Work-shadow sessions, Design Induction Welcome Pack.

### LEAD UX DESIGNER - SOMO GLOBAL Jan 2021 - Dec 2022

#### Dods Political Platform MVP:

- Combined two existing flagship products: Dods People Directory and Dods M++
- Development of proposition based on over 20 stakeholder interviews across the UK & EU
- Research synthesis: affinity mapping & insights, wire-framing, prototyping, user testing, working alongside the Product Team, UI Designer & Engineering teams to deliver in agile bi-weekly sprints.

- **National Oceanography Centre Oct 2024 - Present**  
Lead Digital Design Researcher  
End to end UX, UX & UI design.  
Establishing UX practice at NOC.  
Values Award winner.
- **Miricyl.org, March - Oct 2024**  
Volunteer - Lead UX Research
- **CI&T, Oct 2021 - Oct 2024**  
Lead UX Designer at CI&T.  
Working across two product teams for E.ON Next. Served as BIMA Awards Judge & Nominated BIMA 100 Creatives & Designers, and Social Shifters GLC 2022 Volunteer Judge.
- **Somo Global, Oct 2021**  
Promoted to Lead UX Designer (L5 Manager)
- **Somo Global, Dec 2020 - Oct 2021**  
Senior UX Healthcare/Health tech, Financial Services, Life Sciences, Utilities, Payments, Political Information Services, E-Comms, Textiles & NGO products (mobile & web).
- **Freelance, Sept - Dec 2020**  
Graphics Lead - Contract  
BBC / Apple TV (Trying S2)
- **Somo Global, Oct 2019 - March 2020**  
Contract Senior UX Designer  
Financial Services, Lifestyle & Leisure, Telecomms and Utilities Clients.
- **Freelance, Jun 2017 - Sept 2019**  
Graphic Designer - Contract  
Productions: Warner Brothers & Legendary, Netflix, Channel 4, HBO
- **Fiercelove Design Ltd, 2017**  
Founded Ltd.
- **IDEO, Feb - Apr 2015**  
Led a team of four on the IDEO Human Centred Design Course (Team Back&Forth)
- **Radley Yeldar, Jan 2014 - Dec 2016**  
Promoted to Mid-Weight Content Strategist & UX Researcher, London
- **TruTravels, Oct - Dec 2013**  
UX, Design, Strategy & Project Manager - Contract. Full rebuild and design of website in 3 months. 300% growth in 18 months post launch. Thailand
- **Radley Yeldar, Jun 2011 - Oct 2013**  
Digital Project Manager, London
- **Radley Yeldar, Apr 2008 - Feb 2011**  
New Business & Assistant Project Manager, London
- **Ad Empire, Jul 2005 - Feb 2008**  
Graphic Designer  
Qberga, South Africa

## Work Experience continued...

### Planet Payments & Business MVP:

- Led research interviews with existing and potential Enterprise customers across 5 businesses, to increase lead generation at enterprise level.
- Researched current processes with over 30 stakeholders and delivered a cohesive and unified UX Design refresh of the Planet B2B website within a singular brand, following the merger of five different Companies & their products
- Delivered new B2B website from research to launch in under 6 months

### **Bupa Blua - Service Design:**

- Audited the local and global service ecosystem with the Bupa Blau Product & Technical teams, and defined the vision for the future state through co-creation in workshops
- Work-shopped & co-ideate to arrive at stakeholder alignment
- UX/UI Design of the Vision journey blueprints of Blua product - which had proven EMEA success - to ensure a successful launch in the UK

### **Moorfields Eye Hospital - Lead UX Design & Research:**

- Carried out in-person research interviews and testing with Stakeholders and Clinicians at Moorfields Eye Hospital Clinic
- Prototyped Figma i-Pad software which would improve efficiency and reduce wait time for Patients in-clinic, enabling better handover between Clinicians, while also collecting data to support the trust in optimising Clinic flow over time.

### **Vanguard - Senior UX Designer**

- UX design on Financial Advisor Investment Product and [Financial Products Page](#)

## Fiercelove Design Ltd. Projects:

### **Rowdy Online Store:**

- Design workshops - aligning Regional franchisees & business owners and defining ux, content and technical requirements for the new e-commerce store
- Information architecture and UX design for desktop & mobile web
- Wire-frames, click-able interactive prototypes and customer journey maps

### **TruTravels Online Store:**

- Managed a 5-member cross-functional team (Developer, Content creators & Owners) working on location in on Koh Phangan in Thailand
- Complete content strategy, planning, UX/UI design through to launch in 3 months
- 300% growth in 18 months post launch (from 2,500 to 15,000 views, 150% booking increase)

### **Film & Television:**

- Advertising graphics: Apple, H&M, EA Games, and others
- Lead Graphic Designer - Adult Material (Channel 4 / BBC)

## Working location & preferences

- Dual Citizen (EU passport, South African passport)
- Indefinite Leave to Remain in the UK)
- Driving license
- Based in Liverpool. Open to travel and sporadic hybrid working within the UK or Europe.
- Open to flexible hours & time-zones, and relocating for shorter periods of time (1-2 months)

## Education

### **Jan - Mar 2024 (10 weeks)**

Leadership & Management Skills Bootcamp - Impact Futures UK

### **Oct 2022 - Mar 2023 (12 weeks)**

UI Design - Professional Certificate - UX Design Institute

### **Jun - Aug 2016**

User Experience & Research Immersive - General Assembly, London (10 weeks)

### **Postgraduate MA Diploma: 2010 - 2012**

POSTGRADUATE: Advanced Diploma in Professional Education - The Therapeutic Application of Arts (MA) London Metropolitan University - 69% (2:1) - completed while working full time

### **Diploma: 2008 - 2009**

Level 2 Certificate in Counselling (CSK-L2) - Hackney College & CPCAB - London

### **Undergraduate: BA Graphic Design, 2001 - 2005**

Nelson Mandela Metropolitan University - South Africa

- Merit Award for Academic Excellence
- National Diploma Graphic Design - 80% (1st)

## Skills

### **UX Research & UX Design**

Identifying needs  
Planning research studies  
Recruitment for studies  
Design thinking process / Design sprints  
Heuristic reviews  
Market research  
Facilitating workshops  
Gathering requirements  
UX Strategy  
System & experience mapping  
User journeys  
User flows & diagrams  
Information architecture & site maps  
Prototyping (lo-fi to high-fi)  
Information architecture  
Taxonomy

### **Visual**

Design systems (atomic design)  
Identity & Brand design  
Graphic design (concept to delivery)  
Signage & environmental graphics  
Social media & marketing design  
Illustration

### **Soft skills**

Communicate & champion user needs  
Presenting findings and recommendations  
Facilitation/workshops  
Pitching (New Business)

### **Content**

Content strategy  
Scoping, planning  
Copy-writing & editing  
CMS management and publishing

### **Toolkit**

I like to test things out (hey All!)- and utilise whichever tools get the job done most efficiently and with the highest quality output. These are my favourite:

### **Unmoderated/quant:**

Google analytics, Hubble, Maze, Optimal Studio, UX Tweak, SurveyMonkey, Funnel, Glassbox, Userberry, Supermetrics, Medallia

### **Moderated/qual:**

Google Meet, SurveyMonkey, Dovetail, Marvin, Miro, FigJam, Dovetail, Lookback, Zoom, GoogleMeet, UserTesting, In-person

### **IA/Sitemapping & Taxonomy**

Figma, Omnigraffle, Lucid (X-Mind)

### **Design**

Figma, AdobeXD, Illustrator, InDesign, Photoshop

### **Prototyping**

Figma, Sketch, Invision, Zeplin, Axure, Prototype

### **A little more about me...**

I thrive in a fast-paced, creative environment, but do not sacrifice quality.

I have a personal interest in promoting equality, mental well-being, and diversity through design and the arts.

I am based in Liverpool, having moved up North from London, and am the proud human of a cat called Frankie Bolognese.