



ABOUT ME ■

A customer-focussed design leader, with 20 years of experience designing products and services that place the customer at the heart of every decision. Skilled at turning complex customer insight into clear and measurable experience improvement across end-to-end journeys. I bring a collaborative, human-centred approach to cross-functional work - bridging strategy and execution to deliver outcomes that matter.

EXPERIENCE ■

■ MAR 2023 - CURRENT

XERO / AUCKLAND, NZ

Product Design Lead

Led experience strategy and design for a number of Xero products, including Inventory, eCommerce and Data-in. Developed a comprehensive customer journey framework that highlighted pain-points and opportunities from the perspective of a customer.

Key outcomes:

- A 50% increase in CSAT for Xero's core Inventory product through a programme of customer research, journey mapping and iterative design improvements
- 14.4% uplift in WAU following the delivery of UK Make Tax Digital compliance features by automating document matching for invoices and expenses.
- Launched a new stocktake feature that saved customers around 40 minutes per stocktake and rated 4.1/5 for customer satisfaction.
- Integrated AI tools to accelerate prototyping, research synthesis and documentation

■ SEP 2021 - MAR 2023

XERO / AUCKLAND, NZ

Product Design Manager

Managed a team of designers across Xero's Business Management Portfolio, fostering a culture of customer advocacy and design excellence. Worked closely with Product, Engineering and Marketing counterparts to define and execute long-term experience strategies across multiple products. Mentored designers while maintaining focus on delivering measurable customer outcomes.

Key outcomes:

- Delivery of an eCommerce focussed solution for Xero's US customers, resulting in an additional \$400k of yearly revenue.
- Growth of designers from Graduate through to Senior level.

■ MAR 2020 - SEP 2021

XERO / AUCKLAND, NZ

Senior Product Designer

Led the modernisation of Xero's Contacts product, facilitating customer interviews and translating deep user insight into design decisions. Partnered with Product and Engineering to shape medium and long-term experience strategies.

Key outcomes:

- Successful redesign and re-platform of Xero's legacy Contacts product, with 98% of feedback received being neutral or positive.
- Contributed to the evolution of Xero's design system to ensure consistency across customer touchpoints.

■ NOV 2017- JAN 2020

VIRGIN MEDIA / BIRMINGHAM, UK

Senior UX/UI Designer

Part of a cross-functional agile team focussed on improving the end-to-end customer acquisition experience. Using A/B testing methods and customer data to drive measurable improvements across the purchasing journey.

Key outcomes:

- Delivered a £700K (~NZD\$1.5 million) revenue increase via a redesign of the product comparison page.
- Partnered with Senior Designers to establish a comprehensive design system and establish consistent ways of working.

■ 2013 - 2017 Senior UX Designer & Team Lead CEWE PHOTOWORLD / WARWICK, UK

2012 - 2013 Front-end Developer AA TOURISM NZ / AUCKLAND, NZ

2009 - 2011 Web Designer CLICKINGMAD / SHROPSHIRE, UK

2006 - 2009 Web Designer DISCOUNT DOMAINS / TELFORD, UK

SKILLS ■

CX & SERVICE DESIGN ■

Customer journey mapping
Service design
Design thinking
Human-centred design
Experience strategy
User research

UX & PRODUCT DESIGN ■

UI design
User flows
Prototyping
Design systems
Usability testing
Product strategy
Agile

LEADERSHIP ■

Stakeholder management
Mentorship and coaching
Cross-functional collaboration
Strategy and planning

DESIGN & PROTOTYPING ■

Figma / FigJam, Sketch, Adobe Suite, Miro

AI DESIGN ■

Claude, Midjourney, Loveable, Figma Make, VO, Gemini, ElevenLabs, NotebookLM

PROJECT MANAGEMENT ■

Asana, Confluence, JIRA, Usertesting.com

EDUCATION ■

SEP 2005 - JUN 2006

BSc(Hons) Multimedia
Uni. of Wolverhampton

SEP 2003 - JUN 2005

HND Digital Media
Uni. of Wolverhampton

SEP 2001 - JUN 2003

AVCE Multimedia
Cannock Technical College

REFERENCES ■

Available on request