



ABOUT ME ■

Lead product designer and design leader with 20 years' experience designing products and services that put the customer at the heart of every decision. I've led teams of 5-7 designers, and worked across industries from property to accounting to telecommunications. I believe in a collaborative, human-centred approach that bridges strategy and delivery, in a way that teams trust and customers feel. Today, that means building AI into my design process to improve team efficiency and deliver value to customers faster.

EXPERIENCE ■

■ JUL 2026 - CURRENT

TRADE ME PROPERTY / AUCKLAND, NZ

Senior Product Designer (Fixed-term)

Working closely with Product and Engineering to evolve Trade Me's B2B property solutions. Leading discovery and design of 'Data enrichment', to provide agents with behavioural data in order to generate higher-quality leads from both buyers and sellers. Evolving Design ways of working to accelerate adoption of AI tools.

■ SEP 2021 - JUL 2026

XERO / AUCKLAND, NZ

Product Design Manager / Product Design Lead

Managed a team of designers across Xero's Business Management Portfolio, fostering a culture of customer advocacy and design excellence. Led experience strategy and design for Inventory, eCommerce and Data-in products, working closely with Product, Engineering and Marketing counterparts to define and execute long-term experience strategies

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 Making 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.
- \$400K additional annual revenue from an eCommerce-focused solution for Xero's US customers.
- Integrated AI tools to accelerate prototyping, research synthesis and documentation.
- Led a team of 5-7 designers, growing people from Graduate 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 focused 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:

- Redesigned the bundle comparison experience, validated through continuous A/B testing: £700K annual revenue (~NZ\$1.5M), 4.4% conversion uplift, 341 more orders a month.
- 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