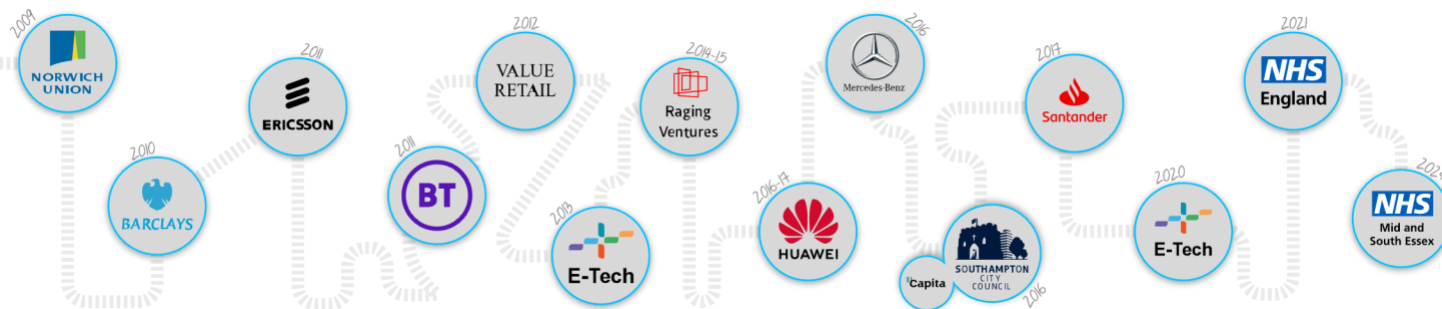




## Professional Summary

Results-driven **Senior UX/UI Designer** specialising in **healthcare digital transformation** with over **15 years of experience** across **health, fintech, government, telecom, and retail** sectors. Adept at designing **user-centric healthcare solutions, clinical dashboards, and patient engagement platforms** while ensuring compliance with **WCAG, NHS Digital Standards, and DPA**. Experienced in leading cross-functional teams, conducting **user research with clinicians and patients**, and implementing **design systems that enhance usability and accessibility**. Passionate about creating seamless, intuitive, and efficient digital experiences that improve patient outcomes and streamline workflows for healthcare professionals.



## Core Skills & Competencies

- **Healthcare UX/UI:** EHR, patient portals, FHIR standards, HL7, digital health solutions
- **Financial Services UX/UI:** Banking, Fintech, Open Banking, Corporate Banking
- **User-Centered Design (UCD):** User research, usability testing, and accessibility compliance (WCAG)
- **Design Systems & Prototyping:** Figma, Adobe XD, Sketch, Axure, Zeplin
- **Agile & Collaboration:** Jira, Confluence, Kanban, Scrum methodologies
- **Stakeholder Engagement:** Working with clinicians, product managers, developers, C-suite executives
- **Regulatory & Compliance Awareness:** NHS Digital Guidelines, DPA, GDPR, data security in health applications
- **Data-Driven Decision Making:** A/B Testing, Analytics, User Feedback

## Professional Experience



**NHS - Mid and South Essex [Hybrid/Southend]**  
Senior Digital UX/UI Designer  
Mar 2024 – Present

Transitioning from NHS England to my current role at Mid and South Essex NHS Foundation Trust (MSE), I continue to apply my deep expertise in user experience (UX) and user interface (UI) design to drive impactful digital transformation within healthcare. As a highly experienced UX/UI designer, I lead the end-to-end design process, managing all stages from initial research and wireframing to prototyping and delivering high-quality UI designs. Collaborating closely with the Chief Clinical Information Officer (CCIO), product

managers, engineers, and key stakeholders, I translate complex clinical and operational requirements into seamless, intuitive, and user-centric digital experiences.

Through user research and usability testing, I ensure that all design decisions are evidence-based and aligned with real user needs. Additionally, I play a key role in maintaining and evolving the organisation's design system, ensuring consistency, accessibility, and an enhanced user experience across all products.

#### Key Projects

- **NHS Mid and South Essex (MSE) Design System:** Developing a comprehensive, responsive design system from the ground up.
- **Acute Care Portal (ACP):** Leading a full-scale transformation of a B2B dashboard, from user research to UX definition and implementation of the new design system.
- **Pathology System:** Complete transformation of a B2B pathology dashboard used by doctors, nurses, and clinicians.
- **Maternity Self-Referral:** Designed and implemented a user-centric transformation to enhance the end-user experience and integrate the new design system.



**NHS England [London]**  
Digital UX Designer (Digital Transformation)  
Aug 2021 – Mar 2024

I have been working within the NHS since 2021 for their Bowel Cancer Screening System (BCSS), as well as for Lynch Syndrome. BCSS is a legacy screening system since 2006. My objective is to bring BCSS into the 21<sup>st</sup> century, by simplifying its user journey, applying dynamic user experience, keeping it user & patient-centred, as well as to improve its diagnostic process turnaround. To understand the current system's pain points and future expectations; I am user-researching directly with the Laboratory Assistants, General Practitioners, and Hub Managers, as well as key stakeholders etc.

Mainly, I have been working on 4 main areas as follows:

- Built a non-existing **responsive design system** by adhering to the NHS and the Gov.UK **design guidelines** and principles.
- BCSS Subject (a.k.a. Patient) Search **Dashboard**
- BCSS Send a Kit
- BCSS overhaul & transformation



**E-Tech Solution [London]**  
Senior UX/UI Designer (Digital Transformation)  
Aug 2020 – Aug 2021

I collaborated with E-Tech Solution to drive the digital transformation of two key products for one of their major fintech (banking) clients. In this role, I led and coordinated efforts across design, development, and testing teams, ensuring the delivery of a modernized, user-centric journey. Additionally, I effectively acted as a design scrum master, overseeing the digital transformation product roadmap and ensuring seamless execution aligned with business objectives.



**Santander UK plc [Milton Keynes]**  
UX/UI Designer  
Jun 2017 – Dec 2019

At Santander, I played a key role in both internal and external (customer-facing) projects, delivering interactive UX/CX flows, user stories, low-fidelity static and interactive mock-ups, developer guides, and pixel-perfect final UI designs for the development phase. Throughout the project lifecycle, I closely collaborated with product owners, stakeholders, engineers, researchers, managers, developers, and testers, ensuring seamless execution and continuous refinement. To uphold best practices in usability testing, I leveraged all available resources and maintained documented evidence in an auditable format, ensuring compliance with industry standards. As part of my drive to enhance fintech services, I proudly introduced colourful scalable vector Java animations within Santander's corporate banking native app and desktop services, marking a first for the organisation.

#### Design Approach

I ensured all projects adhered to **Government Design Principles** and **Google Material Design standards**, maintaining a strong focus on usability, accessibility, and modern design strategies.











#### Key Projects

- **Open Banking:** AISP (Account Information Service Provider) – External
- **Open Banking:** PISP (Payment Initiation Service Provider) – External
- **Corporate Banking:** Greenfield project for the Connect mobile app for corporate clients – External

- **Corporate Banking:** Digital transformation to the latest standards – External
- **Master & Visa Card:** Digital transformation for the Authorisation Console (enterprise desktop solution) – Internal

Through these projects, I contributed to Santander’s digital transformation, ensuring a seamless, modern, and user-centric banking experience.

## Early Career Experience

 <b>Southampton City Council [Capita Plc]</b> UX/UI Designer	Southampton	Jun 2016 Dec 2016	 <b>Mercedes-Benz</b> Interactive Designer (UX/UI Animation)	London	Feb 2016 May 2016
 <b>Huawei Technologies</b> Lead User Interface Designer	London China	Oct 2015 Feb 2016	 <b>Raging Ventures Ltd.</b> Lead User Interface Designer	London	Mar 2014 Sep 2015
 <b>E-Tech Solution</b> Digital Multimedia Designer (UX/UI)	London	Mar 2013 Mar 2014	 <b>Value Retail Plc</b> Digital Designer / UI Designer	Oxfordshire	May 2012 Dec 2012
 <b>British Telecom</b> UI Designer / Graphics Designer	London	Dec 2011 Mar 2012	 <b>Ericsson UK Ltd.</b> UI Designer	Reading	Jan 2011 Sep 2011
 <b>Barclays Bank plc</b> 3D Artist / UI Designer	Poole, Bournemouth	Feb 2010 Oct 2010	 <b>Norwich Union</b> Junior Graphic Designer	Norwich	May 2009 Dec 2009

## Tools & Technologies

**Design & Prototyping:** Sketch, Figma, Adobe XD, Axure, InVision, Zeplin

**Research & Testing:** Optimal Workshop, Hotjar, Google Analytics, Maze, UserZoom

**Development Collaboration:** Jira, Confluence, GitHub, HTML5, CSS3, Bootstrap

**Multimedia & Motion:** Adobe After Effects, Premiere Pro, Lottie

## Education & Certifications

• <b>PG Cert.</b> in Arts: Multimedia, University of East London	• <b>Diploma:</b> Non-Linear Audio/Video
• <b>Diploma:</b> 2D/3D Animation	• <b>Diploma:</b> Computer Science
• <b>Higher Diploma:</b> Graphics & Designs	• <b>Certified Scrum Master (CSM):</b> Agile UX Training

## Personal Strengths

• Strategic thinker with a user-first approach	• Strong problem-solving & analytical mindset
• Excellent collaboration & leadership skills	• Adaptable & resourceful in fast-paced environments