



Designer  
Developer  
Storyteller

For over a decade, I've been designing and developing for agencies and brands across the UK and beyond — from global icons like Google and Meta to the next generation of founders rewriting the rules of business with purpose and conviction.

I didn't take the conventional route into design. No degree. No shortcuts. Just obsession, curiosity, and an unshakable drive to learn, refine, and master the creative process.

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## Design

Creating bold, strategic visuals that balance beauty, usability, and purpose.



## Project Management

Efficient, transparency that keeps teams aligned and projects moving forward.



Sass



JS

TS

N



## Development

Building high-performance interfaces with modern frameworks, cloud deployment, and seamless version control.

✦ THE STORY SO FAR

L+R

Designer + Developer at L+R

2020 — Now

Played a core role across design and front-end development, shaping brand systems and building production-ready interfaces for client products across desktop and mobile. Combined strategic thinking with hands-on execution, working closely with product and engineering teams to deliver high-quality work at pace without compromising craft.



Co-Founder at 12 Studio

2012 — Now

Co-founded an independent design and development studio, combining hands-on creative and technical delivery with direct responsibility for sales, client acquisition, and ongoing relationships. I led conversations from initial pitch through to delivery, translating client needs into high-quality outcomes while managing expectations, scope, and commercial viability.



Designer + Developer at Über (Design Agency)

2019 — 2020

Designed and developed brand and digital work for high-profile clients and agencies, spanning branding, websites, and interface design. Combined strategic thinking with strong UI and UX fundamentals to deliver precise, high-quality outcomes across multiple projects and sectors.



Head of Design at Korelogic

2018 — 2019

Led and managed a multidisciplinary team of designers and developers, overseeing the delivery of brand and digital products across multiple projects. Responsible for setting design direction, maintaining quality standards, and ensuring teams were empowered to identify issues, solve problems efficiently, and deliver engaging interfaces and brands that converted users into clients through clear storytelling.



Designer + Developer at Vivid Creative

2016 — 2018

Rare

Designer + Developer at Rare Creative

2015 — 2016

SIG

UI/UX Designer at SIG

2014 — 2015



UI/UX Designer at Websites 4 Agencies (Strategies Group)

2013 — 2014

Earlier in my career, I worked across several agencies as a junior designer, developing my craft through hands-on experience while gaining a strong understanding of client needs, expectations, and ways of working.