

LAVERNE

PRODUCT DESIGN LEAD

Ealing, London

<https://laverne.design>

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BIOGRAPHY

- Product Design Lead with 18 years experience in designing real-world solutions with strategic vision. Creating and advocating data driven beautiful design, collaborating with multidisciplinary teams to enhance and create enjoyable products and services across responsive web and native apps.

With a strong expertise in human-centred design principles, with a focus on identifying business opportunities to shape innovative solutions. Currently advocating for ethical AI integration within design experience. My eye for aesthetic creative design detail and a technical mind combines to create work that is enjoyable and functional.

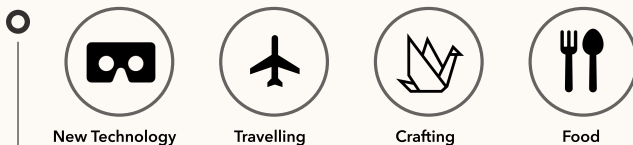
A natural and motivating team lead, providing vision and clarity and eager to enhance skillsets to support a collaborative journey to deliver projects successfully, within the deadline and meets a business and users core needs.

PROFESSIONAL SKILLS

Skills

Design Direction	Concept design
Management	AI Integration
Communication	Product design
Colour theory	Data analysis
Budgeting	Team management

HOBBIES & INTERESTS



EDUCATION

From Sept 2005 to April 2010

BSC Multimedia Technology

BCU - Technology Innovation Centre
Birmingham, England, (With year in industry)

From September 1997 to September 2005

A Level - IT, Drama, Art

GNVQ - ICT

GSCE - English, Math, Drama, French, Italian, Geography

Gumley House Convent School
London, England

EXPERIENCE

From September 2018 to Present

LEAD PRODUCT DESIGNER - Laverne Ltd

Freelance Art Direction, Product Design, Conceptual Design

HIGHLIGHTS

Fielding Primary School - Jan 2025 - Present - Product Design Lead

- Leading UX/UI design for parent payment system and website support

UIC Digital - Jan 2023 - 11 Months - Senior Product Designer

- UX/UI design for re-design overhaul for productisation of BBC.com
- Design system build with tokens and CMS design and migration support
- Working with global multidisciplinary teams with 250 stakeholders

Living with - Sept 2022 - 4 Months - Digital Design Director

- Leading Creative direction for Healthcare brand website redesign
- Concept design direction and UI design

Fantasy Interactive - Oct 2021 - 1 Year - Product Design Lead

- 0-1 Project working to produce a modular based website to be used for multiple brands, published using a designed CMS
- Lead UX/UI Design supporting a team to work on 3 websites in parallel

Native Design / Zuma Ai - Oct 2019 - 1 Year - Product Design Lead

- Lead UX/UI designer for 0-1 smart home product with AI features
- Designing and Directing a full experience online and offline

Velocity - Oct 2018 - 11 Months - Senior UX/UI Designer

- UX/UI design website launches, re-designs and digital experiences
- Working with Amazon, Synamedia, Liveramp and Constellant

From Sept 2017 - July 2018 | London, England

CREATIVE LEAD - Dalziel & Pow

- Experiential conceptual design for retail stores with UX & UI Design
- Working with Google, Cath Kidston, Vodafone and Cole & Mason

From June 2014 to Sept 2017 | London, England

SENIOR DIGITAL DESIGNER - Hugo & Cat

- Design direction, UI Design and content creation using CMS for Sony Global
- UI Design and Digital experiential concepts for Lenovo retail stores
- Lead design on 0-1 E.ON mobile app
- UX and UI Design for SaaS, app design and web for Royal Mail

From April 2013 to June 2014 | London, England

INTERACTIVE DESIGNER - QVC

- Designer and front-end developer for online content
- Founding global app designer and new tech design consultant

From July 2012 to March 2013 | London, England

WEB PRODUCER - The Gadget Show

- Online Video content production, reviews and writing
- Product research for TV show and online

From May 2010 to July 2012 | London, England

WEB DESIGNER - FitPro

- Web/graphic design and development for e-commerce and events
- Event app creation, Founding social media management.